

# NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(t)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING JANUARY 27, 1980

## NIELSEN AVERAGE AUDIENCE

### HOUSEHOLDS

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	SUPERBOWL XIV GAME(S)	46.3	35,330
2	SUPERBOWL XIV-KICKOFF(S)	40.1	30,600
3	SUPERBOWL XIV POST(S)	35.7	27,240
4	60 MINUTES	30.9	23,580
5	THREE'S COMPANY	29.6	22,580
6	M*A*S*H	28.9	22,050
7	DUKES OF HAZZARD	27.8	21,210
8	DALLAS#	27.2	20,750
9	TAXI	26.6	20,300
10	FANTASY ISLAND	26.1	19,910
11	LITTLE HOUSE-PRAIRIE	25.4	19,380
11	TENSPEED AND BROWN SHOE#	25.4	19,380
13	HOUSE CALLS	24.5	18,690
13	LOVE BOAT	24.5	18,690
15	PEOPLE'S CHOICE AWARDS(S)	24.3	18,540
16	ARCHIE BUNKER'S PLACE#	24.0	18,310
17	G.E. THEATRE(S)	23.6	18,010
18	ALICE#	23.5	17,930
19	GOODTIME GIRLS#	23.1	17,630
20	EIGHT IS ENOUGH	23.0	17,550

### TOTAL PERSONS (2+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	SUPERBOWL XIV GAME(S)	36.9	76,240
2	SUPERBOWL XIV-KICKOFF(S)	30.9	63,890
3	SUPERBOWL XIV POST(S)	26.8	55,380
4	DUKES OF HAZZARD	22.0	45,470
5	THREE'S COMPANY	20.4	42,220
6	M*A*S*H	20.3	42,020
7	TENSPEED AND BROWN SHOE#	20.3	41,990
8	60 MINUTES	19.7	40,740
9	FANTASY ISLAND	18.7	38,640
10	GALACTICA 1980 PT I(S)	18.4	38,130
11	LOVE BOAT	18.1	37,430
12	LITTLE HOUSE-PRAIRIE	17.9	36,960
13	TAXI	17.7	36,520
14	INCREDIBLE HULK	17.6	36,360
15	DALLAS#	17.6	36,350
16	GOODTIME GIRLS#	17.5	36,200
17	CHIPS	17.3	35,830
18	MORK & MINDY	16.9	35,010
19	FIRST KISS, CHARLIE BROWN(S)	16.8	34,820
20	HAPPY DAYS	16.6	34,390

### WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	SUPERBOWL XIV GAME(S)	32.7	26,230
2	SUPERBOWL XIV-KICKOFF(S)	26.0	20,800
3	SUPERBOWL XIV POST(S)	25.7	20,610
4	60 MINUTES	23.8	19,100
5	DALLAS#	23.5	18,850
6	THREE'S COMPANY	23.4	18,720
7	M*A*S*H	21.8	17,490
8	TENSPEED AND BROWN SHOE#	21.8	17,460
9	LITTLE HOUSE-PRAIRIE	21.7	17,420
10	FANTASY ISLAND	21.5	17,230
11	LOVE BOAT	21.3	17,090
12	G.E. THEATRE(S)	21.3	17,070
13	DUKES OF HAZZARD	21.1	16,890
14	TAXI	20.9	16,720
15	PEOPLE'S CHOICE AWARDS(S)	20.6	16,530
16	CBS WEDNESDAY NIGHT MOVIE#	20.2	16,200
17	DONNA SUMMER SPECIAL(S)	20.1	16,140
18	GOODTIME GIRLS#	19.4	15,520
19	HOUSE CALLS	19.2	15,380
20	ALICE#	19.0	15,200
21	ARCHIE BUNKER'S PLACE#	18.9	15,130

### MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	SUPERBOWL XIV GAME(S)	51.0	36,740
2	SUPERBOWL XIV-KICKOFF(S)	43.0	31,030
3	SUPERBOWL XIV POST(S)	36.9	26,580
4	60 MINUTES	25.7	18,500
5	SUPER BOWL XIV PRE(S)	22.2	15,980
6	TENSPEED AND BROWN SHOE#	20.8	15,000
7	DUKES OF HAZZARD	20.0	14,400
8	M*A*S*H	18.6	13,390
9	GALACTICA 1980 PT I(S)	18.5	13,350
10	THREE'S COMPANY	17.9	12,880
11	REAL PEOPLE	17.7	12,760
12	FANTASY ISLAND	17.5	12,640
13	DONNA SUMMER SPECIAL(S)	17.3	12,480
14	PRO BOWL FOOTBALL GAME(S)	16.7	12,070
15	TAXI	16.3	11,750
16	ARCHIE BUNKER'S PLACE#	16.2	11,700
17	LOVE BOAT	16.2	11,690
18	DALLAS#	16.1	11,630
19	BIG EVENT	15.8	11,410
20	TRAPPER JOHN, M.D.	15.8	11,390
21	NBC MONDAY NIGHT MOVIES#	15.6	11,250
22	BARNEY MILLER	15.5	11,200

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BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING JANUARY 27, 1980

## NIELSEN AVERAGE AUDIENCE

### WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	SUPERBOWL XIV GAME(S)	32.7	16,340
2	SUPERBOWL XIV POST(S)	26.6	13,280
3	DONNA SUMMER SPECIAL(S)	25.6	12,750
4	SUPERBOWL XIV-KICKOFF(S)	24.7	12,310
5	TENSPEED AND BROWN SHOE#	24.5	12,240
6	THREE'S COMPANY	24.4	12,160
7	M*A*S*H	23.4	11,690
8	FANTASY ISLAND	22.8	11,380
9	TAXI	22.3	11,110
10	DALLAS#	22.1	11,020
10	G.E. THEATRE(S)	22.1	11,020
12	LOVE BOAT	21.4	10,700
13	DUKES OF HAZZARD	21.2	10,580
14	GOODTIME GIRLS#	21.0	10,500
15	GALACTICA 1980 PT I(S)	20.3	10,150
16	HOUSE CALLS	19.9	9,910
17	MORK & MINDY	19.5	9,730
18	HART TO HART	19.3	9,650
19	QUINCY, M.E.#	19.2	9,590
20	CBS WEDNESDAY NIGHT MOVIE#	19.2	9,580
21	HAPPY DAYS	18.9	9,450

### WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	ARCHIE BUNKER'S PLACE#	33.6	8,160
2	60 MINUTES	33.2	8,080
3	ONE DAY AT A TIME#	32.7	7,950
4	ALICE#	32.6	7,930
5	WALTONS	31.9	7,750
6	LITTLE HOUSE-PRAIRIE	31.3	7,610
7	SUPERBOWL XIV GAME(S)	31.2	7,580
8	JEFFERSONS#	30.8	7,490
9	DALLAS#	27.7	6,730
10	HOPE, WOMEN AND SONG(S)	27.5	6,690
11	SUPERBOWL XIV-KICKOFF(S)	26.7	6,490
12	PEOPLE'S CHOICE AWARDS(S)	25.8	6,280
13	BARNABY JONES#	22.7	5,520
14	LOVE BOAT	22.5	5,460
15	SUPERBOWL XIV POST(S)	22.4	5,450
16	DUKES OF HAZZARD	21.9	5,320
17	THREE'S COMPANY	21.6	5,260
18	CBS WEDNESDAY NIGHT MOVIE#	21.5	5,220
19	TRAPPER JOHN, M.D.	21.3	5,180
20	CBS EVENING NEWS-CRONKITE	21.3	5,170

### MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	SUPERBOWL XIV GAME(S)	48.1	22,840
2	SUPERBOWL XIV-KICKOFF(S)	39.8	18,890
3	SUPERBOWL XIV POST(S)	35.7	16,930
4	TENSPEED AND BROWN SHOE#	22.3	10,570
5	DONNA SUMMER SPECIAL(S)	22.1	10,470
6	GALACTICA 1980 PT I(S)	21.7	10,320
7	60 MINUTES	20.4	9,700
8	M*A*S*H	20.4	9,670
9	SUPER BOWL XIV PRE(S)	20.0	9,490
10	FANTASY ISLAND	18.7	8,870
11	DUKES OF HAZZARD	18.2	8,660
12	THREE'S COMPANY	18.2	8,630
13	BIG EVENT	17.1	8,100
14	TAXI	17.0	8,090
15	SOAP	16.7	7,950
16	HOUSE CALLS	16.4	7,800
17	MORK & MINDY	15.6	7,400
17	REAL PEOPLE	15.6	7,400
19	BARNEY MILLER	15.3	7,280
20	PRO BOWL FOOTBALL GAME(S)	15.3	7,270
21	WKRP IN CINCINNATI	15.1	7,180
22	LOVE BOAT	15.0	7,140

### MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	SUPERBOWL XIV GAME(S)	53.5	10,230
2	SUPERBOWL XIV-KICKOFF(S)	46.9	8,970
3	60 MINUTES	37.0	7,080
4	SUPERBOWL XIV POST(S)	36.1	6,900
5	ARCHIE BUNKER'S PLACE#	35.1	6,720
6	ONE DAY AT A TIME#	30.5	5,830
7	ALICE#	30.3	5,790
8	JEFFERSONS#	28.8	5,510
9	WALTONS	25.7	4,910
10	SUPER BOWL XIV PRE(S)	24.9	4,770
11	LITTLE HOUSE-PRAIRIE	24.3	4,640
12	DUKES OF HAZZARD	23.1	4,420
13	TRAPPER JOHN, M.D.	23.0	4,390
14	DALLAS#	22.3	4,270
15	REAL PEOPLE	21.8	4,170
16	HOPE, WOMEN AND SONG(S)	21.3	4,080
17	NBC MONDAY NIGHT MOVIES#	20.7	3,960
18	CBS EVENING NEWS-CRONKITE	20.2	3,860
19	PEOPLE'S CHOICE AWARDS(S)	19.5	3,730
20	LOVE BOAT	19.4	3,710
21	SHERIFF LOBO	19.1	3,650

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. % (0.000)	TOTAL PERSONS OF (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)								
													TOTAL	18-34	WOMEN 18-24			25-34	35-44	45-54	55+	TOTAL	18-34	MEN 18-24			25-34	35-44	45-54	55+	TOTAL FEM.	TOTAL 6-11	
*EVENING																																	
ABC FRIDAY NIGHT MOVIE													12	186	A 14.2 23 1083	1910	868 187	1026 516	659 428	142	281	496 227	351 258	63	128	161	109	227	175				
2	FRI.	9.00P	120	ABC	FF		95		B 15.1 26 1152	1916	798 318	1077 564	688 425	119	264	607 249	408 370	78 145	174 92	247 187													
9.00 - 9.30															A 14.0 22 1068	2128	900 167	1077 564	688 425	119	264	606 276	440 341	68	140	171	98	274 168					
9.30 - 10.00															A 14.2 23 1083	1896	850 179	1020 538	662 395	146	286	502 246	354 248	72	127	162	103	212	163				
10.00 - 10.30															A 14.3 24 1091	1804	843 203	990 478	625 426	150	294	463 200	323 234	60	130	133	93	218	194				
10.30 - 11.00															A 14.3 25 1091	1808	879 198	1019 486	663 456	148	285	420 188	293 215	49	116	169	140	200	173				
ABC NEWSBRIEF-M-F													94	189 184	A 19.1 29 1457	1776	708 296	800 341	517 433	105 217	598 261	387 336	79 161	183 96	195 140								
1	M-TH	9.58P	1	ABC	N		97 97		B 18.5 29 1412	1831	695 281	773 313	489 426	103 218	630 260	398 350	95 181	194 99	234 164														
1 FRI. 8.58P																																	
2 MTUTh 9.58P																																	
2 W & F 8.58P																																	
ABC NEWSBRIEF-SAT. SAT. 9.58P													19	193 182	A 24.5 39 1869	1996	816 327	916 394	603 495	122 267	627 254	384 352	97 197	144 100	309 255								
1	SUN.	8.57P	2	ABC	N		94 98		B 19.9 34 1518	1874	760 291	855 319	497 442	120 291	583 225	348 318	88 188	167 107	269 215														
1 SUN. 8.57P															A 19.2 28 1465	1980	850 347	934 485	695 562	85 170	645 295	481 390	63	128	207 86	194 152							
2 SUN. 10.07P															B 17.6 26 1343	2092	686 323	768 402	582 461	67 138	705 366	540 427	65 119	251 124	368 259								
ABC SUNDAY NIGHT MOVIE													16	191	A 17.1 27 1305	1903	728 348	856 485	651 451	66	165	660 325	504 443	57	120	199 107	188 154						
1	SUN.	9.00P	120	ABC	FF		99		B 20.5 32 1564	1991	706 323	778 388	581 480	74 143	776 384	585 502	70 127	244 114	193 151														
9.00 - 9.30															A 14.9 21 1137	1785	695 322	837 442	592 436	84	200	605 264	418 369	70	159	163	99	180	148				
9.30 - 10.00															A 16.9 25 1289	1885	681 351	822 471	618 428	74	164	650 313	488 424	59	134	191 104	222 184						
10.00 - 10.30															A 18.2 29 1389	2000	777 388	896 526	710 462	54	150	702 356	556 492	52	104	218 110	184 148						
10.30 - 11.00															A 18.5 33 1412	1902	745 327	858 489	671 466	57	154	666 354	533 472	51	91	213 109	165	131					
ABC WORLD NEWS TONIGHT													80	200 198	A 14.4 24 1099	1631	657 242	740 197	385 356	133 288	676 199	356 353	115 252	92 43	123 65								
M-F	6.30P	30	ABC	N			99 98		B 13.3 24 1015	1608	671 236	750 203	378 363	116 301	650 190	348 334	108 246	96 50	112 70														
ABC WRLD NEWS TONIGHT-SUN													13	153	A 5.7 9 435	1322	694 255	694 208	308	285	47	343	561 158	191	211	89	292	67	26	LT	LT		
1	SUN.	6.30P	30	ABC	N		87		B 8.3 15 633	1738	739 261	820 216	407 377	116 354	662 201	335 302	94 273	107 49	149 88														
ADVTRS.-WILDERNESS FAMILY(S)													184		A 11.8 17 900	1893	873 225	922 404	549 413	104	312	572 125	263	244	96	280	144	110	255	183			
1	SUN.	7.00P	120	ABC	FF		93																										
7.00 - 7.30															A 9.1 13 694	1945	909 195	934 372	494 354	140	374	688 152	282	281	122	361	117	88	206	145			
7.30 - 8.00															A 10.7 15 816	2005	908 208	930 363	513 367	131	357	726 235	369 349	114	319	147	119	202	146				
8.00 - 8.30															A 13.3 19 1015	1822	836 231	906 410	558 423	87	295	491 66	214	188	93	257	149	106	276 213				
8.30 - 9.00															A 14.1 20 1076	1834	854 250	918 445	601 477	75	251	453 75	213	196	72	220	157	122	306 207				
ALICE													14	197	A 23.5 33 1793	1682	817 271	847 161	329 350	187 442	614 89	223 259	143 323	99	63	122	90						
2	SUN.	9.00P	30	CBS	CS		99		B 26.0 38 1984	1825	798 286	887 244	423 396	167 394	619 168	305 286	126 265	137 81	182 127														
AMERICAN MUSIC AWARDS(S)													197		A 17.3 28 1320	1972	756 325	907 416	623 536	65	189	533 261	353 290	59	130	223 152	309 254						
1	FRI.	9.00P	122	ABC	AC		99																										
9.00 - 9.30															A 16.7 27 1274	1941	762 311	902 427	596 528	86	200	526 267	339 278	72	142	182	123	331 279					
9.30 - 10.00															A 18.4 29 1404	1997	777 339	925 432	629 543	84	200	567 301	395 315	80	140	188 144	317 279						
10.00 - 10.30															A 17.7 29 1351	1956	732 319	884 403	620 522	49	180	532 252	348 284	45	125	251 165	289 248						
10.30 - 11.00															A 16.4 28 1251	1989	741 333	905 403	638 543	46	174	491 211	312 275	42	109	287 180	306 212						
ANGIE													2	197 193	A 17.2 25 1312	1938	759 356	849 364	568 434	143 248	589 192	352 290	113 202	206 142	294 197								
MON.	8.30P	30	ABC	CS			99 99		B 17.2 25 1312	1938	759 356	849 364	568 434	143 248	589 192	352 290	113 202	206 142	294 197														
ARCHIE BUNKER'S PLACE													16	201	A 24.0 34 1831	1711	758 272	826 127	287 308	212 446	639 60	202 253	154 367	81	45	165 90							
2	SUN.	8.00P	30	CBS	CS		99		B 23.2 35 1770	1808	768 263	859 186	347 350	172 431	689 163	311 307	145 317	118 64	142 95														



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JAN. 1980 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION															
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES															
																TOTAL		LADY WORK- ING HOUSE WOM.		WOMEN					MEN					TEENS (12-17)	
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. SHARE % (0.000)	TOTAL PERSONS (2+)	TOTAL	18- 34	18- 49	25- 54	55- 64	55+ 65+	TOTAL	18- 34	18- 49	25- 54	55- 64	55+ 65+	TOTAL FEM.	TOTAL 6-11						
EVENING CONT'D																															
B.A.D. CATS																															
FRI. 8.00P 60 ABC OP 4 191 188 97 97																															
8.00 - 8.30																															
8.30 - 9.00																															
B.J. AND THE BEAR																															
SAT. 9.00P 60 NBC A 15 202 184 98 94																															
9.00 - 9.30																															
9.30 - 10.00																															
BARNABY JONES																															
1 THU. 9.00P 60 CBS PD 4 175 96																															
9.00 - 9.30																															
9.30 - 10.00																															
BARNEY MILLER																															
THU. 9.00P 30 ABC CS 15 194 187 99 98																															
BEATRICE ARTHUR SPECIAL(S)																															
1 SAT. 10.00P 60 CBS GV 180 97																															
10.00 - 10.30																															
10.30 - 11.00																															
BENSON																															
17 198 199																															
THU. 8.30P 30 ABC CS 98 98																															
BEST-SATURDAY NIGHT LIVE																															
1 WED. 10.00P 60 NBC GV 10 190 196 96 99																															
2 WED. 10.20P 60																															
10.00 - 10.30																															
10.30 - 11.00																															
11.00 - 11.30																															
BIG EVENT																															
SUN. 8.00P 120 NBC FV 17 198 201 99 98																															
8.00 - 8.30																															
8.30 - 9.00																															
9.00 - 9.30																															
9.30 - 10.00																															
BUCK ROGERS-25TH CENTURY																															
THU. 8.00P 60 NBC SF 15 200 191 98 96																															
8.00 - 8.30																															
8.30 - 9.00																															
CBS EVENING NEWS-CRONKITE																															
M-F 6.30P 30 CBS N 80 195 194 99 98																															
CBS EVENING NEWS-DEAN(B)																															
2 SUN. 6.30P 30 CBS N 99 54																															
CBS SAT. NEWS-SCHIEFFER																															
SAT. 6.30P 30 CBS N 15 145 146 84 82																															
CBS SATURDAY NIGHT MOVIE																															
4 161																															
CONT'D																															



PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS AND PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK	DAY	START TIME	DUR	NET	PRG TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	(0.000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)						
#									%	%				TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL FEM.	TOTAL 0-11					
EVENING CONT'D																																
CBS SATURDAY NIGHT-CONT'D																																
2	SAT.	9.00P	120	CBS	FF		94	B	13.7	23	1045	1913	846	298	907	352	597	496	122	266	698	254	474	421	80	174	123	58	185	137		
		9.00 - 9.30						A	15.1	24	1152	1919	803	304	951	318	566	439	181^332		683	184^	374	382	142^238		80^	22v	205^	159^		
		9.30 - 10.00						A	15.0	24	1145	1929	830	259	1005	358	603	443	184^352		720	212	411	400	137^247		66^	28v	138^	109^		
		10.00 - 10.30						A	16.2	27	1236	1945	902	294	1008	403	638	496	158^310		729	229	443	403	140^235		86^	49v	122^	105^		
		10.30 - 11.00						A	17.1	30	1305	1831	862	280	960	370	610	496	150^293		674	202	392	384	130^231		84^	57^	113^	97^		
CBS WEDNESDAY NIGHT MOVIE														8	177																	
1	WED.	9.00P	120	CBS	FF		95	B	22.8	36	1740	1666	845	446	932	304	550	502	151	300	525	138^	271	286	97^194	130^	75^	79^	59^			
		9.00 - 9.30						B	17.3	28	1320	1692	767	298	844	281	501	470	132	274	640	217	381	357	98	195	121	60	87	62		
		9.30 - 10.00						A	20.5	31	1564	1661	808	428	894	288	509	465	154	299	523	131^	254	284	101^206	125^	65^	119^	81^			
		10.00 - 10.30						A	22.4	34	1709	1712	828	436	914	305	543	498	147	287	529	144	276	300	92^188	141^	74^	128^	97^			
		10.30 - 11.00						A	24.2	39	1846	1634	860	456	944	307	555	508	157	307	525	133	277	290	95^190	128^	79^	37^	31v			
								A	24.2	41	1846	1651	869	453	961	312	587	525	147	304	522	142	276	271	94^190	129^	81^	39^	31v			
CHARLIE'S ANGELS														17	194	201																
1	WED.	9.00P	60	ABC	PD		97	B	22.9	36	1747	1754	686	280	803	303	503	423	114	233	616	223	358	319	93	197	206	118	129	112		
2	WED.	9.48P	60				99	B	22.9	36	1747	1833	710	284	806	321	500	422	112	236	597	236	355	295	101	190	212	127	218	161		
		9.00 - 9.30						A	19.2	29	1465	1692	593	238	710	316	462	355	91^196		540	181	337	284	88^171	248	165	194	170			
		9.30 - 10.00						A	21.5	32	1640	1719	635	245	749	323	490	394	98^204		590	215	368	313	88^186	226	140^	154	127^			
		10.00 - 10.30						A	22.2	34	1694	1799	757	314	880	297	541	466	129^259		660	245	362	342	97^210	189	96^	70^	66^			
CHIPS														17	213	210																
SAT.		8.00P	60	NBC	OP		99	B	20.5	34	1564	2291	667	267	804	353	547	417	73^199		712	256	453	417	101	188	198	74^	577	410		
		8.00 - 8.30					98	B	21.7	38	1656	2117	727	286	828	301	500	428	108	260	665	233	398	362	103	205	216	89	408	277		
								A	19.8	33	1511	2309	666	256	799	349	538	411	72^199		720	252	452	418	106	196	206	79^	584	417		

8.30 - 9.00		A 21.3 35 1625	2255	662 274	801 354	551 421	73^199	695 255	449 413	93 176	189 70^	570 401
CHISHOLMS		A 14.1 23 1076	1895	835 249	875 176	392 400	204 416	734 146	338 351	146 328	105^ 29v	181 136
1 SAT.	8.00P 120 CBS GD	B 14.1 23 1076	1895	835 249	875 176	392 400	204 416	734 146	338 351	146 328	105 29	181 136
2 SAT.	8.00P 60											
8.00 - 8.30		A 14.0 23 1068	1895	825 243	875 159	362 389	206 439	730 152	319 326	142 343	103^ 31^	187 123
8.30 - 9.00		A 14.5 24 1106	1844	794 255	841 179	384 394	190 395	717 157	336 345	148 315	98^ 28v	188 138
9.00 - 9.30		A 13.9 22 1061	1936	877 232	896 185^	422 412	208^409	736 120^	350 383	139^316	121^ 30v	183^ 156^
9.30 - 10.00		A 13.9 22 1061	1928	887 255	907 201^	436 421	218^405	748 139^	361 376	153^320	113^ 27v	160^ 134^
DALLAS		A 27.2 45 2075	1752	829 314	910 319	531 445	130 325	560 210	340 275	102^205	114^ 72^	168 141
1 FRI.	10.00P 60 CBS GD	B 24.8 42 1892	1813	828 289	911 339	539 470	136 303	578 207	350 319	94 181	132 78	192 146
10.00 - 10.30		A 27.0 44 2060	1754	810 314	898 317	517 437	130 323	556 200	330 270	103^212	111^ 69^	189 156
10.30 - 11.00		A 27.5 47 2098	1738	838 311	912 315	540 452	131 323	561 215	347 276	99^200	121 77^	144 125
DIFFERENT STROKES		A 19.0 28 1450	1776	657 254	751 243	403 348	110 298	613 233	387 357	110 183	196 52^	216 174
1 WED.	9.00P 30 NBC CS	B 19.5 29 1488	1794	697 255	772 244	435 384	111 280	602 231	382 341	95 181	203 79	217 163
2 WED.	9.50P 30											
DISNEY'S WONDERFUL WORLD		A 15.3 22 1167	2370	715 320	798 405	576 483	66^156	630 282	493 433	48^102^	243 124	699 414
SUN.	7.00P 60 NBC FV	B 17.0 27 1297	2383	704 255	777 348	531 451	83 193	727 312	513 443	84 155	248 96	631 409
7.00 - 7.30		A 14.5 21 1106	2343	724 325	817 412	571 471	72^175	633 284	490 433	45^108^	228 111^	665 391
7.30 - 8.00		A 16.2 23 1236	2372	696 310	771 391	569 491	54^133	619 275	491 434	48^ 93^	257 136	725 436
DONNA SUMMER SPECIAL(S)		A 21.7 37 1656	2052	882 430	974 558	769 603	88^133^	753 435	632 480	53^ 88^	227 85^	98^ 73^
2 SUN.	10.10P 60 ABC PC											
10.00 - 10.30		A 23.3 37 1778	2071	888 412	978 555	781 611	87^133^	766 447	642 493	54^ 87^	224 75^	103^ 86^
10.30 - 11.00		A 21.2 37 1618	2027	869 444	956 555	766 592	85^119^	748 438	637 476	47^ 81^	228 80^	95^ 72^
DUKES OF HAZZARD CONT'D		A 27.8 45 2121	2144	730 250	796 270	498 427	115 251	679 210	409 368	122 208	204 69	465 349

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	PRG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)							
														TOTAL	18-34	WOMEN 18-25-34			55-64	55+	TOTAL	18-34	MEN 18-25-34			55-64	55+	TOTAL FEM.	TOTAL 6-11				
EVENING CONT'D																																	
DUKES OF HAZZARD-CONT'D																																	
FRI. 9.00P 60 CBS CS 99 99														B 23.2 38 1770	2125	692	242	769	278	474	408	115	242	655	217	406	370	112	193	217	92	484	333
9.00 - 9.30														A 26.8 43 2045	2190	739	254	806	283	515	438	110	243	688	217	423	379	118	201	208	68	488	352
9.30 - 10.00														A 28.7 46 2190	2102	720	244	786	260	483	416	120	257	673	200	398	362	126	214	200	68	443	344
EIGHT IS ENOUGH 16 194 195														A 23.0 34 1755	1852	669	291	795	326	511	396	100	230	439	157	253	222	67^141	191	130	427	309	
WED. 8.00P 60 ABC CS 98 99														B 24.0 38 1831	1942	731	278	839	338	522	424	108	256	483	186	293	245	73	149	232	150	388	266
8.00 - 8.30														A 22.0 33 1679	1862	672	298	800	322	506	389	105	240	436	149	246	225	69^145	185	131	441	312	
8.30 - 9.00														A 23.9 35 1824	1845	665	283	789	330	514	402	96	219	438	165	259	222	64^133	200	130	418	308	
EISCHIED (B) 201														A 13.4 22 1022	1939	818	393	849	293	555	518	110^236	808	244	445	413	89^281	137^109^	145^ 112^				
1 SUN. 10.00P 60 NBC OP 98														A 12.3 19 938	2086	839	441	865	311	586	553	110^212^	854	263	480	443	104^292	176^128^	191^ 148^				
10.00 - 10.30														A 14.4 25 1099	1815	803	354	837	278	526	490	109^256	773	227	415	388	80^276	102^ 93^	103^ 81^				
10.30 - 11.00														A 17.8 29 1358	1626	773	228	839	208	405	424	226	352	594	158^	303	343	101^212	98^ 74^	95^ 76^			
ENTERTAINER-YEAR AWARDS(S) 186														A 18.1 28 1381	1670	800	239	862	227	429	442	229	353	593	169^	307	339	106^210	107^ 84^	108^ 90^			
2 WED. 9.47P 90 CBS AC 96														A 17.6 30 1343	1585	764	219	834	198	392	417	238	357	587	157^	290	356	99^199	92^ 70^	72^ 58^			
FAMILY 2 193 190														A 17.3 28 1320	1691	832	333	955	449	669	517	73^222	452	256	328	264	47^ 91^	195	121	89^ 47^			
MON. 10.00P 60 ABC GD 98 98														B 17.3 28 1320	1691	832	333	955	449	669	517	73 222	452	256	328	264	47 91	195	121	89 47			
10.00 - 10.30														A 17.3 28 1320	1692	830	333	937	430	667	516	80^218	462	264	331	266	52^100	199	119	94 43^			
10.30 - 11.00														A 17.3 29 1320	1684	829	331	968	468	672	516	67^222	441	248	323	261	44^ 84^	191	122	84^ 48^			
FANTASY ISLAND 14 195 191														A 26.1 45 1991	1941	774	299	865	396	572	487	99 237	635	295	447	389	75 149	158 96	283 236				
SAT. 10.00P 60 ABC A 98 97														B 20.9 37 1595	1839	749	293	842	336	522	464	106 250	588	246	384	336	74 162	185 113	224 183				
10.00 - 10.30														A 26.2 44 1999	1967	788	306	879	401	578	495	103 246	635	289	441	385	79 155	156 97	297 245				
10.30 - 11.00														A 25.9 46 1976	1917	761	292	851	391	566	481	96 226	636	299	450	391	73 146	162 96	268 228				
FIRST KISS, CHARLIE BROWN(S) 193														A 21.0 31 1602	2174	651	236	694	307	513	466	52^128^	492	231	403	324	63^ 89^	291 185	697 404				
1 MON. 8.00P 30 CBS EA 99																																	
GALACTICA 1980 PT (K(S) 184														A 21.5 31 1640	2325	760	314	807	437	619	469	65^140^	814	433	630	523	42^126^	235 119^	469 316				
2 SUN. 7.10P 60 ABC SF 97														A 19.1 28 1457	2283	712	287	754	395	578	445	60^133^	829	429	644	542	36^130^	226 112^	474 296				
7.00 - 7.30														A 21.3 31 1625	2342	767	312	812	466	634	456	66^136^	820	461	644	523	35^124^	219 104^	491 332				
7.30 - 8.00														A 23.6 36 1801	1812	858	381	948	399	613	513	136 263	548	236	363	288	83^160	201 100^	115^ 81^				
G.E. THEATRE(S) 182														A 21.6 31 1648	1763	848	393	945	400	606	504	146 261	520	213	326	256	93^174	175 80^	123^ 82^				
2 TUE. 9.00P 111 CBS GD 98														A 23.1 34 1763	1763	843	405	941	409	612	495	129^257	505	224	325	249	82^157	184 87^	133^ 100^				
9.00 - 9.30														A 24.9 39 1900	1851	866	352	948	396	607	522	137 267	574	248	389	312	80^156	226 108^	103^ 75^				
9.30 - 10.00														A 25.5 41 1946	1863	875	372	954	386	622	533	127 263	589	252	414	348	73^144	222 129	98^ 61^				
10.00 - 10.30														A 23.1 34 1763	2053	783	299	881	402	595	472	109^235	587	248	400	376	57^148	208 128^	377 260				
10.30 - 11.00														B 23.1 34 1763	2053	783	299	881	402	595	472	109 235	587	248	400	376	57 148	208 128	377 260				
GOODTIME GIRLS 1 199														A 22.9 35 1747	1969	670	261	772	367	542	425	95 193	510	224	350	306	55^122	235 128	452 309				
2 TUE. 8.29P 31 ABC CS 98														B 22.3 36 1701	1953	690	282	774	333	499	418	98 219	545	243	358	301	74 148	226 125	408 269				
HAPPY DAYS 18 208 206														A 22.7 37 1732	1626	698	311	818	381	556	457	100 193	577	268	388	333	69^147	152 80	79 69^				
1 TUE. 8.00P 30 ABC CS 99 99														B 20.9 35 1595	1630	732	297	820	372	551	470	97 203	574	256	374	331	82 160	150 75	86 70				
2 TUE. 8.00P 29																																	
HART TO HART 11 197 194														A 22.7 37 1732	1626	698	311	818	381	556	457	100 193	577	268	388	333	69^147	152 80	79 69^				
TUE. 10.00P 60 ABC PD 99 98														B 20.9 35 1595	1630	732	297	820	372	551	470	97 203	574	256	374	331	82 160	150 75	86 70				
CONT'D																																	



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JAN. 1980 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION															
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS OF (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES											TEENS (12-17)		CHILDREN (2-11)					
													TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL FEM.	TOTAL M-11					
EVENING CONT'D																															
HART TO HART-CONT'D																															
10.00 - 10.30																															
10.30 - 11.00																															
HAWAII FIVE-O																															
1 TUE. 9.00P 60 CBS OP 6 180 97																															
9.00 - 9.30																															
9.30 - 10.00																															
HELLO, LARRY																															
1 WED. 9.30P 30 NBC CS 6 188 93																															
HOPE, WOMEN AND SONG(S)																															
2 MON. 9.00P 60 NBC GV 205 98																															
9.00 - 9.30																															
9.30 - 10.00																															
HOUSE CALLS																															
MON. 9.30P 30 CBS CS 5 193 189 99 98																															
INCREDIBLE HULK																															
FRI. 8.00P 60 CBS SF 15 190 192 98 99																															
8.00 - 8.30																															
8.30 - 9.00																															
JEFFERSONS																															
2 SUN. 9.30P 30 CBS CS 14 193 99																															
KNOTS LANDING																															
1 THU. 10.00P 60 CBS GD 3 186 98																															
10.00 - 10.30																															
10.30 - 11.00																															
KNOTS LANDING (B)																															
2 FRI. 10.00P 60 CBS GD 197 99																															
10.00 - 10.30																															
10.30 - 11.00																															
LAROCHE POLITICAL(S)																															
2 SUN. 10.30P 30 NBC P 194 98																															
LAST RESORT																															
2 MON. 8.30P 30 CBS CS 4 183 98																															
LAVERNE & SHIRLEY																															
MON. 8.00P 30 ABC CS 3 198 195 99 99																															
LITTLE HOUSE-PRAIRIE																															
MON. 8.00P 60 NBC GD 16 217 217 99 99																															
8.00 - 8.30																															
8.30 - 9.00																															
LOU GRANT																															
MON. 10.00P 60 CBS GD 15 196 192 99 98																															
10.00 - 10.30																															
10.30 - 11.00																															



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JAN. 1980 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																								
WK # DAY		START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. (000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)														
														TOTAL	18-34	WOMEN 18-25-49		55-64	55+	TOTAL	18-34	MEN 18-25-49		55-64	55+	TOTAL FEM.	TOTAL 6-11													
EVENING CONT'D																																								
LOVE BOAT														19	197	190	A	24.5	40	1869	2003	795	296	913	368	573	483	126	290	625	258	381	345	100	198	159	113	306	236	
1 SAT. 8.00P 120 ABC CS														99	95	B	21.4	36	1633	1885	766	288	866	308	489	430	128	313	571	213	336	307	86	190	175	115	273	213		
2 SAT. 9.00P 60																																								
8.00 - 8.30														A	22.6	37	1724	1997	756	270	921	370	555	447	138	318	613	273	369	315	112	202	160	116	303	213				
8.30 - 9.00														A	25.0	40	1908	2018	745	263	900	359	547	452	131	301	642	291	398	331	113	206	174	128	302	203				
9.00 - 9.30														A	24.4	39	1862	2016	822	307	922	367	581	498	125	289	621	246	375	354	91	196	159	111	314	249				
9.30 - 10.00														A	25.5	41	1946	1972	805	313	905	371	580	489	122	280	623	250	384	352	93	192	143	103	301	246				
M*A*S*H														18	195	193	A	28.9	42	2205	1906	687	275	793	362	530	451	88	191	608	292	439	398	57	116	208	92	297	221	
MON. 9.00P 30 CBS CS														98	98	B	25.6	38	1953	1873	716	292	801	343	522	451	98	217	587	242	390	348	80	152	218	100	267	191		
MONTE CARLO CIRCUS FEST.(S)														165		A	14.9	22	1137	1867	747	185	769	222	349	371	221	346	549	118	256	267	151	235	118	42	431	291		
2 WED. 8.00P 60 CBS GV														88																										
8.00 - 8.30														A	14.7	22	1122	1857	735	182	756	219	346	364	210	342	540	115	252	265	149	225	114	43	447	310				
8.30 - 9.00														A	15.1	22	1152	1864	757	184	777	221	350	376	231	349	552	121	255	269	154	244	122	40	413	274				
MORK & MINDY														4	202	201	A	22.6	34	1724	2031	702	271	780	392	565	451	81	154	621	280	428	355	71	136	216	122	414	257	
THU. 8.00P 30 ABC CS														99	99	B	22.7	34	1732	2049	699	305	774	377	555	475	80	160	611	293	429	357	61	121	220	130	444	286		
NBC FRIDAY NIGHT MOVIE														3	199	186	A	11.4	19	870	1648	733	277	837	316	468	442	125	296	605	188	305	321	97	239	91	40	115	77	
FRI. 9.00P 120 NBC FF														97	93	B	10.8	17	824	1731	714	242	810	284	426	404	128	325	630	187	329	329	101	253	122	49	169	114		
9.00 - 9.30														A	11.8	19	900	1627	763	283	847	296	432	418	129	332	569	133	236	268	101	273	81	40	130	56				
9.30 - 10.00														A	11.1	18	847	1609	780	332	871	344	481	465	121	295	571	145	251	279	99	262	79	39	88	56				
10.00 - 10.30														A	11.4	19	870	1683	722	273	834	331	493	469	123	281	621	224	352	360	92	208	112	48	116	89				
10.30 - 11.00														A	11.1	19	847	1702	678	224	803	296	476	422	125	278	674	254	392	386	95	216	101	35	124	108				
NBC MONDAY NIGHT MOVIES														14	205	A	17.4	28	1328	1849	784	320	851	240	518	477	120	261	847	257	468	425	129	298	100	56	51	40		
1 MON. 9.00P 120 NBC FF														99		B	19.3	31	1473	1696	788	282	876	296	505	475	134	283	589	217	354	317	86	185	137	79	94	69		
9.00 - 9.30														A	16.6	24	1267	1873	797	311	861	221	492	468	135	294	811	219	410	388	139	326	134	85	67	46				
9.30 - 10.00														A	17.6	27	1343	1846	787	304	838	249	520	478	111	246	855	264	456	408	144	323	113	80	40	33				
10.00 - 10.30														A	17.7	29	1351	1811	767	345	839	232	518	465	129	261	856	272	492	438	119	282	78	31	38	32				
10.30 - 11.00														A	17.8	31	1358	1846	782	322	859	255	536	493	109	242	856	265	500	459	122	266	76	28	55	49				
NBC NEWS UPDATE-M-F														80	182	180	A	17.3	26	1320	1959	751	284	819	280	457	425	127	294	651	222	380	349	104	216	149	67	340	205	
M-F 8.58P 1 NBC N														94	92	B	17.6	27	1343	1956	716	253	794	262	438	396	119	287	657	229	391	352	102	215	169	69	336	228		
NBC NEWS UPDATE-SAT.														16	192	192	A	18.1	29	1381	2248	698	295	845	376	573	425	88	211	713	263	470	432	99	178	185	70	505	343	
SAT. 8.58P 1 NBC N														95	95	B	18.7	32	1427	2067	715	285	812	291	486	413	106	254	662	232	399	370	99	199	197	79	396	266		
NBC NEWS UPDATE-SUN.														15	182	186	A	15.0	21	1145	2238	765	245	808	374	569	492	101	188	878	439	636	537	110	186	206	94	346	232	
1 SUN. 8.55P 1 NBC N														95	95	B	18.2	26	1389	2083	761	293	841	325	524	484	110	237	752	302	487	427	107	205	191	78	299	204		
2 SUN. 9.08P 1																																								
NBC NIGHTLY NEWS-SAT.														15	147	150	A	9.2	17	702	1838	764	250	840	167	290	307	174	465	837	216	361	362	152	362	79	34	82	38	
SAT. 6.30P 30 NBC N														82	82	B	9.9	20	755	1696	732	209	803	207	344	326	157	396	676	169	303	305	117	297	85	45	132	64		
NBC NIGHTLY NEWS-SUN.														9	149	144	A	9.4	14	717	1792	690	159	803	267	360	258	147	389	688	234	371	359	57	285	144	74	157	112	
SUN. 6.30P 30 NBC N														82	80	B	8.5	14	649	1771	737	212	818	196	338	319	160	404	674	184	354	333	92	283	95	45	184	123		
NBC NIGHTLY NEWS														78	206	204	A	14.5	24	1106	1677	739	222	828	188	342	313	160	431	668	158	302	296	109	320	71	34	110	63	
M-F 6.30P 30 NBC N														99	98	B	13.8	25	1053	1677	739	221	820	198	342	310	168	421	657	164	288	275	113	319	78	41	122	73		
NBC TUE. NIGHT MOVIE														12	204	199	A	15.0	23	1145	1781	782	230	866	259	492	454	127	296	768	210	412	420	170	282	121	34	26	17	
TUE. 9.00P 120 NBC FF														99	97	B	16.6	27	1267	1761	702	249	784	278	483	435	109	229	736	255	459	430	114	215	138	48	103	79		
9.00 - 9.30														A	14.5	21	1106	1852	812	248	874	248	498	461	119	302	772	213	415	435	154	280	125	32	81	57				
CONT'D																																								

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JAN. 1980 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
WK # DAY		START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. %	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
															TOTAL	18-34	WOMEN 18-49		25-54	55-64	55+	TOTAL	18-34	MEN 18-49		25-54	55-64	55+	TOTAL FEM.	TOTAL 6-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
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PROGRAM NAME														T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION													
WK # DAY		START TIME		DUR		NET TYPE		WK 1 WK 2		KEY		AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS OF (2+)		LADY WORK-ING HOUSE WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES													
																		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)			
																		TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL FEM.	TOTAL	6-11	
EVENING CONT'D																																	
T SNYDERS CELEB SP-CONT'D																																	
2 MON. 10.00P 60 NBC CC 98																																	
10.00 - 10.30																																	
10.30 - 11.00																																	
TAXI																																	
TUE. 9.30P 30 ABC CS 18 201 200 99 98																																	
TENSPEED AND BROWN SHOE																																	
2 SUN. 8.10P 120 ABC PD 1 196 99																																	
8.00 - 8.30																																	
8.30 - 9.00																																	
9.00 - 9.30																																	
9.30 - 10.00																																	
THREE'S COMPANY																																	
TUE. 9.00P 30 ABC CS 18 201 199 99 97																																	
TRAPPER JOHN, M.D.																																	
1 SUN. 10.37P 60 CBS GD 14 177 191 92 99																																	
2 SUN. 10.00P 60																																	
10.00 - 10.30																																	
10.30 - 11.00																																	
11.00 - 11.30																																	
20/20																																	
THU. 10.00P 60 ABC DN 15 194 188 98 98																																	
10.00 - 10.30																																	
10.30 - 11.00																																	
VEGAS																																	
1 WED. 10.00P 60 ABC PD 14 191 191 97 97																																	
2 WED. 10.48P 60																																	
10.00 - 10.30																																	
10.30 - 11.00																																	
11.00 - 11.30																																	
WALTONS																																	
THU. 8.00P 60 CBS GD 16 180 181 96 95																																	
8.00 - 8.30																																	
8.30 - 9.00																																	
WHITE SHADOW																																	
TUE. 8.00P 60 CBS GD 5 182 182 98 96																																	
8.00 - 8.30																																	
8.30 - 9.00																																	
WKRP IN CINCINNATI																																	
1 MON. 8.30P 30 CBS CS 5 195 197 97 99																																	
2 MON. 8.00P 30																																	
YOUNG MAVERICK																																	
1 WED. 8.00P 60 CBS A 6 177 95																																	
8.00 - 8.30																																	
8.30 - 9.00																																	

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JAN. 1980 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																							
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)													
														TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL FEM.	TOTAL 6-11												
*LATE FRINGE																																							
ABC SPEC REPORT:IRAN-MON(S)														187	A	9.2	27	702	1604	867	184^	923	344	542	576	88^251^	609	306^	441	297^	92^128^	72v	25v	LT	LT				
1 MON. 11.30P 18 ABC N														98																									
ABC SPEC REPORT:IRAN-TUE(S)														182	A	12.1	33	923	1442	771	316	824	319	497	501	90^242^	618	218^	444	372	91^157^	LT	LT	LT	LT				
1 TUE. 11.30P 15 ABC N														97																									
ABC SPEC REPORT:IRAN-WED(S)														186	A	11.4	33	870	1357	674	178^	737	230^	450	477	87^192^	601	216^	359	272^	88^208^	19v	19v	LT	LT				
1 WED. 11.30P 20 ABC N														97																									
ABC SPEC REPORT:IRAN-THU(S)														184	A	9.1	27	694	1359	592	127^	606	191^	328^310^	53v210^	650	315^	433	355	93^203^	103^	64v	LT	LT					
1 THU. 11.30P 38 ABC N														97																									
11.30 - 12.00															A	9.3	27	710	1383	608	141^	626	177^	323^340	53v217^	666	306^	440	376	96^210^	91^	59v	LT	LT					
ABC SPEC REPORT:IRAN-FRI(S)														180	A	10.9	27	832	1697	848	119^	886	438	627	537	57v176^	574	272^	401	278^	66v153^	129^102^	108^	88^					
1 FRI. 11.33P 16 ABC N														97																									
ABC SPEC REPORT:IRAN-TUE(S)														188	A	11.5	33	877	1440	591	156^	648	266^	429	345	64v179^	673	301	433	355	95^197^	119^	25v	LT	LT				
2 TUE. 11.30P 18 ABC N														98																									
ABC SPEC REPORT:IRAN-WED(S)														189	A	7.9	37	603	1209	565	120^	578	176^	269^238^	68v250^	588	295^	384^179^	121^204^	43v	LT	LT	LT	LT					
2 WED. 12.19A 38 ABC N														98																									
12.30 - 1.00															A	7.6	37	580	1188	548	124^	562	170^	261^217^	61v259^	583	286^	371^161^	122^212^	43v	LT	LT	LT	LT					
ABC SPEC REPORT:IRAN-THU(S)														185	A	9.5	26	725	1412	545	210^	617	253^	356	282^	102^244^	679	287^	393	274^	111^235^	116^	27v	LT	LT				
2 THU. 11.30P 20 ABC N														98																									
ABC SPEC REPORT:IRAN-FRI(S)														179	A	10.4	26	794	1533	697	91^	725	243^	429	377	74v229^	641	236^	383	332	128^225^	45v	30v	122^	122^				
2 FRI. 11.30P 20 ABC N														97																									
ABC WEEKEND REPORT-SAT.														15	A	10.2	20	778	1725	673	272	735	293	464	436	76^185	709	316	454	419	103^184	112^	23v	169	136^				
SAT. 11.00P 15 ABC N														93	B	8.6	17	656	1636	664	263	754	298	471	420	81	208	611	259	393	347	80	169	146	61	125	112		
ABC WEEKEND REPORT-SUN.														16	A	8.0	17	610	1757	703	335	834	430	653	494	60^128^	728	404	587	441	90^120^	152^	73^	43v	43v				
1 SUN. 11.00P 15 ABC N														92	B	7.1	16	542	1600	670	277	744	311	503	456	61	158	706	326	488	445	83	152	106	64	44	41		
2 SUN. 11.10P 15																																							
BARETTA-WED.														15	A	3.5	32	267	790	475	243^	505	251^	438^337^	LT	LT	244^154^	241^124^	LT	LT	41v	LT	LT	LT	LT				
1 WED. 12.58A 32 ABC OP														94	B	3.7	27	282	1060	560	220	638	307	457	371	49	84	325	136	222	160	62	79	86	32	LT	LT	LT	LT
2 WED. 2.05A 49																																							
1.00 - 1.30															A	4.2	25	320	831	497^238^	566^310^	431^438^	LT	LT	265^	84v	265^181v	LT	LT	LT	LT	LT	LT	LT	LT				
2.00 - 2.30															A	3.0	37	229	734^	328^123v	328^205v	328^123v	LT	LT	314^314^	314^	61v	LT	LT	LT	LT	LT	LT	LT	LT	LT			
2.30 - 3.00															A	2.7	43	206	840^	641^427^	641^214v	641^427^	LT	LT	121v121v	121v	88v	LT	LT	LT	LT	LT	LT	LT	LT	LT			
BARETTA-THU.														13	A	3.5	26	267	858	321^	34v	367^210^	251^232^	LT	105v	453^251^	284^168^	71v165^	38v	LT	LT	LT	LT	LT	LT	LT			
1 THU. 1.17A 47 ABC OP														93	B	3.3	22	252	968	395	165	451	244	293	257	65	101	476	220	329	252	57	114	37	LT	LT	LT	LT	
2 THU. 12.58A 53																																							
1.00 - 1.30															A	4.2	26	320	925	173v	LT	232^	90v	90v	90v	LT	142v	597^410^	410^213^	62v187v	96v	LT	LT	LT	LT				
1.30 - 2.00															A	3.3	27	252	833	402^	44v	429^274^	341^297^	LT	88v	404^194^	238^148^	87v166^	LT	LT	LT	LT	LT	LT	LT	LT			
BARNEY MILLER-11.30														3	A	4.9	21	374	1396	599	179^	677	273^	485	486	86^	94^	559	238^	347	267^	125^150^	160^	21v	LT	LT	LT	LT	
1 MON. 11.48P 35 ABC CS														94	B	5.2	21	397	1454	624	201	687	264	487	471	93	110	591	258	378	280	101	146	147	59	29	23		
2 MON. 12.43A 36																																							
12.00 - 12.30															A	5.5	22	420	1471	633	224^	783	389^	543^640	66v	66v	591	296^	416^281^	74v122v	97v	40v	LT	LT	LT	LT			
CAMPAIGN '80 IOWA CAUCUS(S)														180	A	8.4	27	641	1223	398	36v	443	150^	182^184^	99^208^	650	237^	346^268^	117^259^	80v	80v	50v	50v						
CONT'D																																							

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PROGRAM NAME											T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
WK # DAY		START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
														TOTAL	18-34	WOMEN 18-49		25-54	55-64	55+	TOTAL	18-34	MEN 18-49		25-54	55-64	55+	TOTAL FEM.	TOTAL 6-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)						
															TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL FEM.	TOTAL 6-11					
LATE FRINGE CONT'D																																	
LOVE BOAT-11.30-CONT'D																																	
1	WED.	11.50P	68	ABC	CS		96	95	B	6.3	27	481	1252	624 222	713 296	456 408	66 154	419 174	271 213	66 119	93 54	27 21	21	21									
2	WED.	12.57A	68						A	7.6	30	580	1355	777 296	870 351	556 577	84 172	485 183	369 228	85 116	LT	LT	LT	LT									
		12.00 - 12.30							A	7.0	33	534	1217	709 282	784 367	443 463	64 171	433 191	347 225	86 116	LT	LT	LT	LT									
		12.30 - 1.00							A	5.0	33	382	997	495 100	495 194	251 107	50 244	445 306	335 78	45 110	57 17	LT	LT	LT	LT								
		1.00 - 1.30							A	4.7	41	359	908	448 81	448 131	226 95	67 222	406 322	322 77	36 84	54 17	LT	LT	LT	LT								
		1.30 - 2.00																															
MIDNIGHT SPECIAL																																	
	FRI.	1.00A	90	NBC	PC		16	200 201	B	4.0	24	305	1469	521 202	852 548	691 485	50 102	538 219	368 289	128 128	56 20	23 17	23 17	23 17									
		1.00 - 1.30							B	3.9	24	298	1206	507 236	603 302	450 353	77 105	440 225	346 234	60 73	145 51	18 17	18 17	18 17									
		1.30 - 2.00							A	5.3	25	404	1631	691 316	936 535	703 603	67 137	584 230	359 275	186 186	59 41	52 17	52 17	52 17									
		2.00 - 2.30							A	3.7	22	282	1564	536 184	947 592	787 570	43 107	581 269	420 315	121 121	36 17	36 17	36 17	36 17									
									A	2.9	23	221	1109	208 17	620 547	584 176	22 36	425 149	330 295	41 41	64 17	64 17	64 17	64 17									
NBC LATE NIGHT MOVIE																																	
1	SUN.	11.30P	51	NBC	FF		15	93 96	A	2.4	8	183	656	114 27	147 55	55 39	76 92	333 213	240 158	LT 93	176 77	LT 17	LT 17	LT 17									
2	SUN.	11.30P	71						B	2.7	12	206	990	365 103	443 199	263 209	100 145	428 169	309 244	54 99	109 35	109 35	109 35	109 35									
		11.30 - 12.00							A	2.4	7	183	989	240 60	289 114	114 82	143 175	486 279	316 229	39 170	214 88	LT 17	LT 17	LT 17									
		12.00 - 12.30							A	2.4	10	183	421	LT LT	LT LT	LT LT	LT LT	235 186	203 99	LT 32	170 77	LT 17	LT 17	LT 17									
NBC NEWS SPECIAL REPORT(S)																																	
1	WED.	11.30P	24	NBC	N		212	99	A	9.6	28	732	1398	656 328	743 242	379 385	134 253	605 267	388 356	93 133	LT 17	LT 17	LT 17	LT 17									
POLICE STORY																																	
							3	169 169	A	3.5	22	267	835	393 191	476 299	367 375	30 30	349 203	240 146	71 71	LT 17	LT 17	LT 17	LT 17									
1 MON. 12.23A 41 ABC OP 94 93																																	
2	MON.	1.19A	46						B	3.5	20	267	993	437 193	521 264	387 364	53 75	427 230	289 175	53 82	45 37	LT 17	LT 17	LT 17									
		12.30 - 1.00							A	4.1	20	313	1089	572 377	725 511	511 552	58 58	364 287	287 134	77 77	LT 17	LT 17	LT 17	LT 17									
		1.30 - 2.00							A	2.9	25	221	326	68 17	68 17	68 68	LT 17	258 91	150 154	LT 17	LT 17	LT 17	LT 17	LT 17									
POLICE WOMAN																																	
1	THU.	12.08A	69	ABC	OP		15	176 177	A	5.5	24	420	1210	421 83	486 262	336 222	14 110	598 338	412 279	71 169	126 36	LT 17	LT 17	LT 17									
2	THU.	11.50P	68						B	5.2	22	397	1242	562 212	608 237	403 369	61 134	529 229	338 298	76 138	97 33	97 33	97 33	97 33									
		12.00 - 12.30							A	5.9	22	450	1167	418 85	440 216	297 201	15 97	589 357	416 241	73 173	138 31	LT 17	LT 17	LT 17									
		12.30 - 1.00							A	5.4	26	412	1214	362 51	418 238	294 190	LT 104	648 362	442 338	68 174	148 56	LT 17	LT 17	LT 17									
SATURDAY NIGHT																																	
1	SAT.	11.30P	79	NBC	GV		15	214 207	A	14.7	39	1122	1643	528 245	604 366	464 382	66 94	577 358	488 409	40 58	318 162	144 123	144 123	144 123									
2	SAT.	11.30P	81						B	14.7	41	1122	1665	540 261	629 356	509 396	47 80	638 403	538 404	42 64	304 129	94 86	94 86	94 86									
		11.30 - 12.00							A	15.9	38	1213	1688	555 269	623 360	480 398	69 106	601 348	500 437	42 69	289 147	175 145	175 145	175 145									
		12.00 - 12.30							A	14.9	40	1137	1634	506 234	593 371	454 378	63 83	583 372	498 415	37 52	331 164	127 112	127 112	127 112									
		12.30 - 1.00							A	13.2	41	1007	1462	495 166	540 369	457 340	40 50	413 286	364 319	20 20	382 231	127 92	127 92	127 92									
TOMORROW SHOW																																	
1	MON.	1.23A	47	NBC	CC		64	174 175	A	2.4	18	183	1033	492 181	541 136	229 273	83 214	426 158	267 208	60 131	66 17	LT 17	LT 17	LT 17									
1	TUE.	1.00A	50						B	2.8	21	214	1088	574 190	624 158	330 348	103 215	418 148	297 236	57 98	41 17	LT 17	LT 17	LT 17									
1	WED.	1.24A	46																														
1	THU.	1.00A	45																														
2	MON.	1.30A	46																														
2	TU&TH	1.00A	45																														
2	WED.	1.20A	45																														
		1.00 - 1.30							A	2.8	18	214	1023	574 163	621 140	261 299	112 271	336 131	233 178	61 98	66 17	LT 17	LT 17	LT 17									
		1.30 - 2.00							A	2.3	19	175	977	440 171	491 131	206 257	80 183	412 104	241 223	62 137	74 17	LT 17	LT 17	LT 17									
TONIGHT SHOW																																	
CONT'D																																	
							76	211 212	A	6.8	25	519	1297	657 252	718 235	394 389	122 233	498 205	325 277	72 125	74 33	LT 17	LT 17	LT 17									

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL							
														TOTAL	18-34	WOMEN 18-49	25-54	55-64	55+	TOTAL	18-34	MEN 18-49	25-54	55-64	55+								
LATE FRINGE CONT'D																																	
TONIGHT SHOW-CONT'D																																	
1	MON.	11.53P	80	NBC	GV	99	99	B	7.5	27	572	1334	670 236	737 238	407 388	123 250				506 208	332 280	77 134			75 31		16	13					
1	TUTHF	11.30P	75																														
1	WED.	11.54P	76																														
2	MON.	12.00M	81																														
2	TU&TH	11.30P	79																														
2	WED.	11.50P	79																														
2	FRI.	11.30P	75																														
		11.30 - 12.00						A	8.7	24	664	1389	692 251	733 243	418 411	124 232				556 250	365 301	88^141			91 37^		9v	9v					
		12.00 - 12.30						A	7.0	26	534	1305	671 246	729 242	402 388	121 233				491 205	321 277	64^120			79^ 40^		LT	LT					
		12.30 - 1.00						A	5.4	27	412	1204	531 254	653 191	335 342	129^232				483 150	315 267	62^123^			46^ 15v		22v	22v					
		1.00 - 1.30						A	4.8	29	366	1148	470^360^	636^167v	312^265^	164v204^				512^121v	370^268^	55v123v			LT LT		LT	LT					
TUESDAY MOVIE-WEEK-PART 1																																	
1	TUE.	11.45P	51	ABC	FF	94	93	A	6.5	25	496	1446	538 177^	669 386	478 361	21v113^				694 454	554 297	61v120^			83^ 34v		LT	LT					
2	TUE.	11.48P	71					B	5.9	23	450	1374	552 163	632 358	478 365	32 98				660 377	489 287	84 145			82 31		LT	LT					
		12.00 - 12.30						A	6.4	24	488	1537	546 197^	658 361	469 392	14v112^				762 518	633 302	53v119^			117^ 51v		LT	LT					
		12.30 - 1.00						A	5.8	29	443	1569	480^104v	744 490^	605 291^	30v 67v				773 551	635 361^	37v101v			52v LT		LT	LT					
TUESDAY MOVIE-WEEK-PART 2																																	
2	TUE.	12.59A	20	ABC	FF		173	A	5.3	33	404	1780	625 102v	736 567^	661 198^	32v 73v				980 724	833 436^	LT 55v			64v LT		LT	LT					
							92	B	5.5	33	420	1540	475 82	531 354	493 235	17 37				862 571	716 413	46 73			147 36		LT	LT					
YOUR TURN:LTRS-CBS NEWS(S)																																	
2	WED.	11.47P	30	CBS	N		165	A	5.7	19	435	1177	724 131v	761 281^	356^427^	169^270^				416^145^	271^197^	83v120v			LT LT		LT	LT					
WEEKDAY DAYTIME																																	
ABC AFTERSCHOOL SPECIAL(S)																																	
2	WED.	4.30P	60	ABC	FV		192	A	9.4	22	717	1438	681 247^	770 316^	484 320^	85v213^				287^151^	212^134^	24v 58v			149^ 93^		232^	194^					
		4.30 - 5.00					98	A	8.9	23	679	1349	668 231^	759 317^	477 332^	73v201^				257^143^	203^120^	23v 43v			139^ 90v		194^	165^					
		5.00 - 5.30						A	9.9	22	755	1503	692 259^	777 317^	492 309^	92^218^				305^158^	215^144^	26v 68v			154^ 92^		267^	219^					
ABC DAYTIME NEWSBRIEF-M-F																																	
	M-F	1.57P	2	ABC	N	68	171 172	A	9.3	30	710	1300	760 227	898 492	628 480	71^178				244 150	179 110	12v 60^			70^ 54^		88	29^					
						93 93		B	8.7	30	664	1290	810 208	917 481	656 501	68 185				203 96	127 97	11 59			88 66		82	37					
ALL MY CHILDREN																																	
	M-F	1.00P	60	ABC	DD	79	192 193	A	9.6	31	732	1332	782 209	905 493	641 482	78^171				261 161	189 119	15v 64^			76^ 60^		90	35^					
						98 98		B	8.9	31	679	1300	818 204	913 476	656 493	69 183				210 97	131 101	11 65			85 69		92	40					
		1.00 - 1.30						A	9.2	30	702	1326	789 196	903 489	644 485	72^162				264 170	195 122	13v 61^			71^ 59^		88	35^					
		1.30 - 2.00						A	10.1	33	771	1309	765 215	897 493	631 476	80 175				247 149	178 107	13v 64^			75^ 59^		90	34^					
ALL STAR BEAT THE CLOCK																																	
	M-F	10.00A	30	CBS	QG	73	145 144	A	3.1	16	237	1295	548 84^	650 215^	359 325	135^262				312 105^	155^ 97^	88^148^			76^ 29v		257	110^					
						84 84		B	2.8	15	214	1310	611 111	723 280	429 383	102 224				262 75	113 84	80 136			50 23		275	121					
ANOTHER WORLD																																	
	M-F	2.30P	90	NBC	DD	76	204 204	A	7.2	23	549	1304	814 129	918 306	514 459	124 318				220 34^	60^ 55^	51^151			80^ 58^		86^	45^					
						98 98		B	6.8	23	519	1269	777 157	906 298	494 443	112 337				208 48	81 74	40 111			82 72		73	40					
		2.30 - 3.00						A	6.8	23	519	1270	820 142	924 317	522 451	127 329				235 42^	75^ 70^	49^153			49^ 39^		62^	20v					
		3.00 - 3.30						A	7.3	23	557	1287	829 119	914 308	516 464	126 309				218 35^	58^ 50^	51^151			80^ 62^		75^	39^					
		3.30 - 4.00						A	7.5	23	572	1344	794 130	912 292	499 457	122 320				211 31^	54^ 46^	50^148			102^ 70^		119	75^					
AS THE WORLD TURNS																																	
	M-F	1.30P	60	CBS	DD	78	191 191	A	8.8	29	671	1288	813 135	927 202	414 405	142 437				264 48^	108 115	36^132			47^ 33^		50^	15v					
						99 99		B	7.9	28	603	1292	850 172	964 195	432 429	154 456				237 50	108 96	32 116			37 25		54	20					
		1.30 - 2.00						A	8.4	27	641	1315	827 143	938 219	418 401	142 443				276 48^	115 118	40^140			53^ 37^		48^	14v					
		2.00 - 2.30						A	9.2	31	702	1246	799 125	910 187	408 403	142 429				248 45^	95 107	32^127			40^ 25^		48^	14v					
BOB HOPE GOLF-MON.(S)																																	
1	MON.	4.30P	60	NBC	SE		152	A	3.5	9	267	1618	531^175v	670^239^	356^229v	139v254^				495^ 65v	136v164v	105v266^			254^161v		199v	158v					
CONT'D																																	

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
WK #	DAY	START TIME	DUR	NET	PRG. TYPE	WK 1	WK 2	AVG. AUD. SHARE %	AVG. AUD. (0,000)	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
										TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	TOTAL	18-34		WOMEN 18-49	25-54	55-64	55+	TOTAL	18-34	MEN 18-49	25-54	55-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
WEEKDAY DAYTIME CONT'D																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														

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2ND JAN. 1980 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION																							
WK		START	DUR	NET	PROG	T/C	NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
#	DAY	TIME			TYPE	THIS SEASON	WK 1	WK 2		AVG. AUD. SHARE %	AVG. AUD. SHARE % (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11								
WEEKEND DAYTIME CONT'D																																	
ABC WIDE WORLD-SPORTS SAT										8	204	200	A	14.1	31	1076	1663	653	227	733	279	436	361	108^257	623	173	365	341	81^214	141	82^	166	128
SAT. 4.30P 120 ABC SA										99	99		B	11.4	26	870	1742	609	225	679	237	393	324	110 239	710	224	404	376	98 237	165	81	188	134
4.30 - 5.00													A	12.5	31	954	1648	620	203	654	254	386	321	92^227	656	209	382	348	88^233	189	86^	149	130
5.00 - 5.30													A	14.3	33	1091	1698	673	227	760	290	460	372	102^256	622	163	375	346	80^206	142	101^	174	137
5.30 - 6.00													A	14.3	31	1091	1547	603	217	682	224	404	360	107^249	596	139	345	332	78^205	123	78^	146	106^
6.00 - 6.30													A	15.5	30	1183	1714	689	244	800	337	476	381	125 281	609	175	346	331	80^216	119	66^	186	131
ALL NEW POPEYE HOUR 1										18	190	190	A	9.6	34	732	1645	340	134^	374	217	283	234	51^ 71^	290	173	206	163^	30^ 76^	202	112^	779	414
SAT. 10.30A 30 CBS CA										98	98		B	9.0	34	687	1632	275	130	339	210	272	169	26 54	286	150	219	165	21 46	223	120	784	408
ALL NEW POPEYE HOUR 2										18	190	190	A	8.3	31	633	1493	342	146^	379	194	276	216	57^ 82^	288	140^	209	176^	32^ 71^	152^ 66^	674	328	
SAT. 11.00A 30 CBS CA										98	98		B	8.7	33	664	1630	302	147	378	225	289	173	29 73	287	143	216	154	22 57	221	111	744	404
AMERICAN BANDSTAND '80										9	163	161	A	5.4	19	412	1779	517	165^	646	415	452	222^	50^ 171^	542	332	435	337	49^ 92^	232^ 89^	359	209^	
SAT. 12.30P 60 ABC PC										85	85		B	4.9	17	374	1716	507	212	604	362	450	280	53 127	417	247	314	223	51 81	279	148	416	264
12.30 - 1.00													A	5.3	19	404	1876	504	159^	613	388	412	233^	41^ 150^	572	341	448	364	63^ 112^	273^ 104^	418	206^	
1.00 - 1.30													A	5.5	19	420	1655	519	171^	663	435	480	212^	53^ 183^	505	322	419	304	36^ 71^	191^ 72^	296	205^	
ANDY WILLIAMS GOLF-SAT(S)											154		A	4.9	13	374	1342	406^ 72^	438^ 64^	64^ 182^	53^ 256^	585^ 197^	229^ 197^	97^ 343^	140^ LT	179^ 126^							
2 SAT. 4.00P 60 CBS SE											92		A	4.7	13	359	1387	391^ 62^	424^ 73^	73^ 181^	44^ 243^	569^ 209^	245^ 206^	92^ 324^	180^ LT	214^ 159^							
4.00 - 4.30													A	5.0	13	382	1306	426^ 84^	455^ 55^	55^ 183^	63^ 272^	605^ 189^	215^ 189^	102^ 364^	102^ LT	144^ 92^							
4.30 - 5.00																																	
ANDY WILLIAMS GOLF-SUN(S)											172		A	5.9	12	450	1418	555 140^	622 78^	201^ 332^	152^ 285^	647 60^	155^ 291^	148^ 352^	76^ 25^	73^ 53^							
2 SUN. 4.00P 150 CBS SE											97		A	5.0	12	382	1435	502^ 139^	572^ 90^	242^ 353^	117^ 219^	660 45^	171^ 309^	126^ 351^	137^ 74^	66^ 53^							
4.00 - 4.30													A	4.9	11	374	1417	564^ 158^	628^ 61^	184^ 356^	130^ 272^	668 53^	152^ 296^	136^ 372^	78^ 13^	43^ 43^							
4.30 - 5.00													A	5.1	11	389	1411	569^ 147^	625 93^	175^ 337^	154^ 288^	652 60^	131^ 308^	147^ 344^	61^ 20^	73^ 49^							
5.00 - 5.30													A	6.3	13	481	1393	506 125^	577 78^	201^ 311^	153^ 266^	642 57^	138^ 290^	160^ 352^	63^ 20^	111^ 75^							
5.30 - 6.00													A	8.0	14	610	1482	628 148^	695 69^	206^ 317^	185^ 354^	651 82^	190^ 283^	163^ 351^	64^ 12^	72^ 45^							
6.00 - 6.30																																	
ANIMALS, ANIMALS, ANIMALS										18	128	131	A	3.1	11	237	1549	404^ 80^	417^ 194^	228^ 147^	59^ 113^	460^ 164^	299^ 257^	80^ 161^	149^ 135^	523 212^							
SUN. 11.30A 30 ABC CL										80	80		B	2.9	12	221	1482	367 96	442 193	280 204	54 124	341 147	239 203	41 83	184 92	515 290							
ASK NBC NEWS-8:58AM										18	195	194	A	4.4	22	336	1274	36^ 18^	36^ LT	36^ 36^	LT LT	89^ 45^	74^ 89^	LT LT	98^ LT	1051 741							
SAT. 8.58A 2 NBC CN										97	97		B	4.5	23	343	1632	256 92	276 153	204 179	23 51	146 70	115 101	LT 16	115 17	1095 659							
ASK NBC NEWS-10:28AM										18	198	198	A	5.1	18	389	1380	209^ 93^	234^ 141^	165^ 97^	39^ 39^	146^ 86^	107^ 62^	21^ 21^	152^ 69^	848 586							
SAT. 10.28A 2 NBC CN										98	98		B	5.4	21	412	1640	223 58	274 161	217 147	23 33	171 110	123 70	18 33	223 69	972 601							
ASK NBC NEWS-11:28AM										18	186	187	A	4.5	16	343	1551	350^ 190^	391 219^	265^ 108^	84^ 126^	246^ 103^	193^ 96^	23^ 47^	217^ 137^	697 493							
SAT. 11.28A 2 NBC CN										94	94		B	4.9	19	374	1605	305 117	379 239	300 175	32 56	271 172	215 117	29 51	228 74	727 451							
BUGS BUNNY/ROAD RUNNER 1										18	200	202	A	8.5	36	649	1348	235 54^	269 109^	153^ 136^	86^ 98^	163^ 89^	103^ 100^	47^ 47^	141^ 67^	775 459							
SAT. 9.00A 30 CBS CA										99	99		B	7.9	34	603	1585	234 106	296 166	228 153	39 58	244 155	190 120	27 42	182 91	863 489							
BUGS BUNNY/ROAD RUNNER 2										18	198	202	A	10.8	42	824	1447	259 72^	284 135^	187 169	71^ 77^	224 121^	139^ 110^	34^ 69^	184 97^	755 458							
SAT. 9.30A 30 CBS CA										99	99		B	9.7	38	740	1628	233 115	303 182	246 160	33 49	282 176	220 136	25 46	223 103	820 475							
BUGS BUNNY/ROAD RUNNER 3										18	198	202	A	11.3	41	862	1491	284 98^	311 186	247 211	38^ 38^	257 143	175 133^	23^ 73^	232 117^	691 396							
SAT. 10.00A 30 CBS CA										99	99		B	10.5	40	801	1625	275 123	338 217	282 186	25 43	283 164	215 154	20 44	226 108	778 438							
CASPER AND THE ANGELS										7	187	187	A	4.3	16	328	1497	274^ 137^	314^ 200^	241^ 98^	36^ 73^	323^ 114^	253^ 146^	21^ 63^	176^ 116^	684 479							
SAT. 11.00A 30 NBC CA										94	94		B	5.1	19	389	1529	284 113	339 199	263 168	37 56	271 141	184 91	52 80	198 77	721 458							

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PROGRAM NAME							T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																															
WK		START		DUR		NET		PROG. TYPE		WK 1 WK 2		KEY		AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS (2+)		LADY WORK-ING HOUSE WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						
#	DAY	TIME																					WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)									
																						TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL FEM.	TOTAL 6-11									
WEEKEND DAYTIME CONT'D																																												
CBS SPORTS SPEC. SP. ED.(S)														155	A	5.2	13	397	1912	609	370	891	399	581	482	107	201	773	276	532	415	67	241	67	18	181	147							
2 SUN. 3.30P 30 CBS SE														89																														
CBS SPORTS SPECTACULAR														15	A	6.6	15	504	1601	553	242	658	243	350	344	93	234	547	120	240	248	133	259	129	60	267	209							
SAT. 5.00P 60 CBS SA														87	B	7.1	18	542	1658	515	192	577	206	332	299	73	187	680	230	391	366	88	223	198	60	203	147							
5.00 - 5.30															A	5.5	13	420	1479	455	227	574	219	312	303	83	209	516	106	195	201	137	290	122	57	267	214							
5.30 - 6.00															A	7.8	17	595	1645	613	244	699	255	367	362	97	245	553	125	265	273	126	232	134	61	259	200							
CITIZENS FOR LA ROUCHE(S)														156	A	5.1	12	389	1429	521	213	570	193	270	187	113	300	666	185	358	276	142	308	39	18	154	121							
1 SUN. 4.30P 30 ABC P														89																														
DAFFY DUCK SHOW														7	A	5.8	21	443	1375	278	113	303	157	199	138	20	47	159	88	113	36	16	35	99	76	814	565							
SAT. 10.30A 30 NBC CA														97	B	6.2	23	473	1518	243	113	290	174	217	142	29	40	254	172	193	85	32	50	193	75	781	503							
DEAR ALEX & ANNIE-11.56AM														18	A	5.8	21	443	1650	329	144	417	221	312	181	33	87	252	102	196	163	14	45	267	144	714	471							
SAT. 11.56A 3 ABC CN														93	B	5.3	22	404	1617	297	123	363	214	288	175	24	62	252	116	178	132	24	55	244	115	758	470							
DEAR ALEX & ANNIE-11.26AM														17	A	4.3	17	328	1582	357	147	443	272	327	253	42	68	296	196	236	184	14	60	230	170	613	302							
SUN. 11.26A 3 ABC CN														84	B	3.8	16	290	1611	344	118	438	253	312	201	27	90	319	174	249	186	27	58	196	94	658	397							
FACE THE NATION														18	A	4.0	14	305	1557	541	187	593	166	300	275	88	256	649	230	377	416	62	213	242	99	73	73							
SUN. 11.30A 30 CBS CC														95	B	3.6	14	275	1349	543	158	580	114	209	224	101	313	584	144	310	299	87	234	98	29	87	47							
FRED & BARNEY/SHMOO 1														7	A	5.2	23	397	1557	152	97	190	103	113	67	77	77	76	28	47	25	23	23	86	17	1205	857							
SAT. 9.00A 30 NBC CA														98	B	5.1	23	389	1696	256	95	287	138	197	184	38	60	144	71	110	90	16	21	121	41	1144	754							
FRED & BARNEY/SHMOO 2														7	A	5.9	23	450	1449	183	132	216	136	136	81	80	80	104	45	65	35	22	24	128	40	1001	676							
SAT. 9.30A 30 NBC CA														98	B	5.8	24	443	1631	225	83	263	144	181	145	41	61	155	88	106	92	22	26	152	51	1061	698							
FRED & BARNEY/SHMOO 3														7	A	6.6	24	504	1444	197	90	230	147	170	101	39	39	163	100	122	64	24	24	176	77	875	609							
SAT. 10.00A 30 NBC CA														98	B	6.2	24	473	1556	197	63	240	137	182	126	26	31	182	102	113	65	41	52	198	67	936	606							
GODZILLA/GLOBETROTTERS 1														7	A	2.5	21	191	1513	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	1261	833							
SAT. 8.00A 30 NBC CA														97	B	2.5	21	191	1175	90	58	91	48	64	64	LT	LT	128	75	101	69	LT	LT	79	LT	877	595							
GODZILLA/GLOBETROTTERS 2														7	A	4.1	23	313	1396	32	16	32	LT	32	32	LT	LT	86	35	70	86	LT	LT	93	LT	1185	795							
SAT. 8.30A 30 NBC CA														97	B	4.0	23	305	1448	210	103	217	94	162	159	LT	42	142	60	118	95	LT	16	114	LT	975	648							
GREATEST SUPERFRIENDS-1														18	A	4.0	34	305	1584	65	23	65	55	65	59	LT	LT	245	73	202	158	32	32	99	LT	1175	649							
SAT. 8.00A 30 ABC CA														97	B	3.8	25	290	1575	298	86	312	178	233	212	18	38	157	61	124	106	LT	23	161	27	945	607							
GREATEST SUPERFRIENDS-2														18	A	5.9	33	450	1669	120	60	120	60	93	80	27	27	188	91	150	91	32	32	198	59	1163	605							
SAT. 8.30A 30 ABC CA														97	B	5.5	27	420	1618	258	81	272	154	209	178	21	42	165	74	126	102	14	29	185	67	996	624							
HOT HERO SANDWICH PART I														10	A	3.8	14	290	1503	379	258	454	264	323	154	48	97	341	176	194	170	45	78	190	73	518	386							
SAT. 12.00N 30 NBC CL														82	B	4.0	14	305	1568	343	129	396	221	287	155	63	86	293	132	194	136	36	72	329	153	550	413							
HOT HERO SANDWICH PART II														10	A	3.6	12	275	1356	480	134	512	214	277	156	98	199	281	132	149	127	44	74	218	105	345	237							
SAT. 12.30P 30 NBC CL														82	B	3.9	13	298	1421	370	121	439	230	291	162	84	128	294	115	159	142	40	88	276	151	412	308							
IN THE NEWS- 8.26AM														18	A	3.6	25	275	1560	280	77	280	219	219	159	22	22	306	186	226	248	25	25	123	36	851	524							
SAT. 8.26A 3 CBS CN														96	B	4.2	28	320	1478	202	78	237	159	197	144	LT	25	195	133	155	139	19	28	96	40	950	532							
IN THE NEWS- 8.56AM														18	A	6.2	30	473	1495	252	91	287	166	211	178	31	57	210	122	173	200	10	10	134	62	864	466							
SAT. 8.56A 3 CBS CN														96	B	6.0	30	458	1507	228	93	270	157	216	157	18	39	205	138	169	146	18	24	137	59	895	489							
IN THE NEWS- 9.26AM														18	A	9.3	38	710	1308	228	51	261	98	143	139	91	102	133	81	95	91	21	21	157	80	757	456							
SAT. 9.26A 3 CBS CN														99	B	8.5	35	649	1576	228	110	293	158	225	158	38	58	254	160	199	123	25	41	194	95	835	477							



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JAN. 1980 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. SHARE %	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL 6-11							
														TOTAL	18- 34	18- 49	25- 54	55- 64	55+ 	TOTAL	18- 34	18- 49	25- 54	55- 64	55+ 	TOTAL	18- 34	18- 49	25- 54	55- 64	55+ 	
WEEKEND DAYTIME CONT'D																																
IN THE NEWS- 9.59AM						18	198	202	A	11.8	44	900	1479	277	81^	298	162	213	191	58^	58^	250	134^	161	125^	30^	76^	207	111^	724	420	
SAT. 9.59A						3	CBS	CN	99	99		B	10.5	40	801	1634	258	117			26	41	276	158	209	150	23	46	224	103	810	462
IN THE NEWS-11.56AM						18	192	192	A	7.8	29	595	1403	393	89^	411	203^	290	214	40^	89^	260	48^	141^	153^	47^	107^	156^	47^	576	319	
SAT. 11.56A						3	CBS	CN	98	98		B	7.5	28	572	1537	319	119			25	71	270	127	192	130	25	63	247	127	630	351
IN THE NEWS-12.26PM						17	171	169	A	6.5	23	496	1581	431	151^	474	173^	305	296	27^	120^	241^	83^	169^	142^	31^	72^	225^	99^	641	428	
SAT. 12.26P						3	CBS	CN	93	91		B	5.6	20	427	1564	332	123			27	91	301	147	208	146	23	83	222	99	631	370
IN THE NEWS-12.56PM						16	172	169	A	8.1	28	618	1390	351	82^	385	217	291	231	35^	82^	274	86^	190^	177^	34^	73^	166^	63^	565	366	
SAT. 12.56P						3	CBS	CN	94	92		B	6.3	22	481	1576	339	121			40	89	318	157	238	162	21	71	234	116	619	359
IN THE NEWS- 1.26PM						16	169	164	A	7.7	25	588	1599	396	124^	447	206^	318	266	36^	100^	294	116^	198^	175^	40^	78^	211	68^	647	382	
SAT. 1.26P						3	CBS	CN	93	90		B	6.2	21	473	1459	339	122			34	71	294	146	218	160	24	65	214	103	555	329
IN THE NEWS- 8.26AM-SUN.						18	49	46	A	1.0	10	76	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
SUN. 8.26A						3	CBS	CN	38	37		B	1.0	11	76	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
IN THE NEWS- 8.56AM-SUN.						17	39	37	A	.9	6	69	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
SUN. 8.56A						3	CBS	CN	34	34		B	1.2	9	92	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
IN THE NEWS-10.56AM						18	190	190	A	8.3	30	633	1648	354	137^	387	229	291	235	58^	78^	294	183^	216	162^	28^	71^	195	113^	772	426	
SAT. 10.56A						3	CBS	CN	98	98		B	8.7	33	664	1659	284	133			28	63	292	151	225	169	24	47	241	133	774	409
IN THE NEWS-11.26AM						18	190	190	A	8.2	30	626	1495	363	146^	396	203	290	220	60^	85^	310	138^	221	191^	33^	78^	138^	59^	651	287	
SAT. 11.26A						3	CBS	CN	98	98		B	8.4	32	641	1580	307	142			33	80	273	130	197	148	22	60	211	105	714	387
INT'L CHAMPIONSHIP BOXING						2	175	172	A	10.1	25	771	1612	475	188	516	199	316	273	69^	159	845	270	508	478	138^	259	66^	21^	185	140^	
1 SUN. 3.00P						90	ABC	SE	92	92		B	10.1	25	771	1612	475	188			69	159	845	270	508	478	138	259	66	21	185	140
2 SUN. 3.00P						60						A	9.3	23	710	1642	467	176			60^	156^	870	286	535	491	141^	261	82^	28^	177	136^
3.00 - 3.30												A	10.8	26	824	1585	439	148^			70^	157	869	256	520	510	143^	271	57^	10^	177	120^
3.30 - 4.00												A	10.6	27	809	1576	554	282^			86^	172^	728	265^	424	371	121^	223^	55^	32^	211^	181^
4.00 - 4.30																																
ISSUES AND ANSWERS						16	168	162	A	4.2	14	320	1156	459	69^	474	140^	179^	153^	53^	227^	585	156^	238^	286^	114^	248^	32^	LT	65^	41^	
SUN. 12.00N						30	ABC	CC	96	93		B	2.9	11	221	1220	480	108			82	254	530	118	240	258	86	227	81	41	76	46
JASON OF STAR COMMAND						3	39	37	A	.8	6	61	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
SUN. 8.30A						30	CBS	CL	34	34		B	1.0	8	76	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
JETSONS						4	188	172	A	4.7	17	359	1585	354	223^	404	200^	265^	121^	111^	139^	309^	106^	170^	144^	26^	59^	248^	89^	624	421	
SAT. 11.30A						30	NBC	CA	92	80		B	5.1	18	389	1771	397	170			65	100	299	160	200	152	19	49	293	89	742	497
KIDS ARE PEOPLE TOO II						17	115	128	A	3.1	13	237	1523	452^	84^	477^	241^	313^	220^	97^	135^	402^	267^	348^	212^	24^	54^	239^	160^	405^	228^	
SUN. 10.30A						30	ABC	CL	80	84		B	3.2	14	244	1586	352	111			34	99	329	189	251	177	26	58	185	73	643	379
KIDS ARE PEOPLE TOO III						17	115	128	A	4.0	16	305	1616	383^	183^	494	300^	360^	261^	51^	86^	317^	192^	255^	229^	16^	62^	221^	135^	584	253^	
SUN. 11.00A						30	ABC	CL	80	84		B	3.7	16	282	1612	342	128			29	89	334	184	263	193	29	65	189	75	652	377
MEET THE PRESS						18	174	162	A	6.1	22	465	1297	571	167^	640	218^	307	245^	86^	281	493	111^	150^	188^	111^	288	48^	15^	116^	67^	
1 SUN. 12.00N						30	NBC	CC	94	92		B	4.1	17	313	1381	519	151			93	311	620	154	302	311	110	261	74	28	125	77
2 SUN. 12.30P						30																										
MIGHTY MOUSE-HECKL-JECKL I						18	192	192	A	3.1	24	237	1485	273^	80^	273^	193^	193^	174^	28^	28^	305^	199^	229^	236^	30^	30^	131^	47^	776	455^	
SAT. 8.00A						30	CBS	CA	96	96		B	3.7	27	282	1486	204	70			LT	25	182	118	142	127	21	29	101	39	977	558





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## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JAN. 1980 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS PROGRAM COVERAGE		K E Y	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION														
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	A VG. AUD. %	S H A R E %	A VG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)						
													TOTAL		18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+
WEEKEND DAYTIME CONT'D																															
SPORTSWORLD																															
1	SUN.	12.30P	60	NBC	SE	3	143	166	A	6.6	18	504	1907	445	247	578	244	334	281	68	187	906	409	592	551	110	238	141	56	282	209
2	SUN.	3.09P	81			84	84		B	6.5	17	496	1870	451	220	578	252	335	273	69	178	900	400	597	527	114	247	131	36	261	188
		12.30 - 1.00							A	5.6	18	427	1562	328	246	491	243	264	188	86	203	820	348	508	470	141	247	50	LT	201	143
		1.00 - 1.30							A	6.3	20	481	1790	469	296	609	333	365	229	109	215	847	383	525	528	120	231	100	36	234	153
		3.00 - 3.30							A	5.1	13	389	1915	379	186	481	175	249	213	42	193	992	419	647	549	119	301	138	48	304	155
		3.30 - 4.00							A	7.3	18	557	2052	432	228	548	226	363	327	37	135	946	467	687	604	84	199	167	70	391	264
		4.00 - 4.30							A	8.4	20	641	2051	539	250	681	225	371	361	65	201	911	396	579	568	99	236	199	93	260	260
SUNDAY MORNING																															
	SUN.	9.00A	90	CBS	N	18	88	88	A	3.2	17	244	1414	553	197	594	180	327	450	103	144	709	229	415	500	115	168	LT	LT	111	53
		9.00 - 9.30				73	72		B	2.7	14	206	1438	567	210	597	163	315	350	123	204	655	192	363	405	91	202	43	LT	143	77
		9.30 - 10.00							A	2.8	17	214	1346	519	201	566	224	322	443	104	123	667	238	406	514	75	130	LT	LT	113	71
		10.00 - 10.30							A	3.2	17	244	1377	541	209	582	156	308	447	106	135	721	209	377	483	143	197	LT	LT	74	33
									A	3.5	16	267	1523	607	190	633	172	352	463	103	170	749	235	457	517	123	180	LT	LT	146	61
SUPERSTARS																															
	SUN.	2.00P	60	ABC	SE	2	175	167	A	7.9	21	603	1648	503	188	544	216	331	318	56	147	785	239	511	457	109	211	122	63	197	166
		2.00 - 2.30				92	92		B	7.9	21	603	1648	503	188	544	216	331	318	56	147	785	239	511	457	109	211	122	63	197	166
		2.30 - 3.00							A	7.0	18	534	1594	503	159	530	200	322	308	53	147	762	222	461	439	119	226	148	75	154	145
									A	8.8	23	671	1692	506	209	559	230	344	326	59	146	799	251	549	471	101	196	101	51	233	184
TARZAN AND SUPER SEVEN 1																															
	SAT.	12.30P	30	CBS	CA	1	16	172	A	8.0	28	610	1397	331	82	367	213	289	232	29	67	289	95	196	186	33	81	183	75	558	367
						94	92		B	6.2	22	473	1607	332	118	405	247	310	196	32	79	320	168	251	167	16	59	233	118	649	371
TARZAN AND SUPER SEVEN 2																															
						16	169	164	A	8.3	27	633	1594	384	107	443	215	309	253	45	104	296	107	201	177	35	78	224	58	631	395
	SAT.	1.00P	30	CBS	CA		93	90	B	6.6	23	504	1511	335	118	399	233	299	199	38	77	287	151	219	148	18	56	223	100	602	359
30 MINUTES																															
	SAT.	1.30P	30	CBS	DN		15	162	A	6.1	20	465	1415	422	110	448	174	232	167	33	183	429	87	170	256	54	173	179	68	359	258
						92	89		B	4.7	15	359	1451	445	141	508	223	310	245	51	147	399	170	263	199	27	107	180	82	364	223
TIME OUT-9:45AM																															
	SAT.	9.45A	2	NBC	CN	7	198	198	A	5.7	22	435	1432	197	140	229	153	153	87	76	76	106	44	63	39	23	23	150	58	947	648
						98	98		B	5.8	23	443	1634	230	86	270	154	193	147	41	59	158	93	114	92	21	22	157	56	1049	692
TIME OUT-10:58AM																															
	SAT.	10.58A	2	NBC	CN	18	206	206	A	5.2	19	397	1363	294	121	324	181	218	128	23	53	172	101	125	35	15	36	99	81	768	497
						97	97		B	5.5	21	420	1682	267	106	342	231	279	153	24	41	224	146	173	96	13	39	227	86	889	558
TIME OUT-11:58AM																															
	SAT.	11.58A	2	NBC	CN	18	188	172	A	4.7	17	359	1351	260	153	315	187	223	92	61	92	270	100	158	100	28	70	145	53	621	408
						92	80		B	5.1	19	389	1637	289	103	372	223	283	185	36	62	264	165	198	118	21	43	262	74	739	478
U.S. OLYMPIC TRACK MEET(S)																															
	1 SUN.	3.39P	81	NBC	SE		171		A	7.3	18	557	1998	708	143	770	386	524	482	70	192	841	311	565	545	66	226	132	34	255	123
		3.30 - 4.00					88		A	6.0	16	458	1867	565	139	634	263	384	351	97	214	922	316	573	549	82	298	201	42	110	56
		4.00 - 4.30							A	7.3	19	557	2007	741	181	802	457	600	532	48	168	791	333	584	552	42	177	140	25	274	158
		4.30 - 5.00							A	8.2	19	626	2059	746	112	807	383	525	500	76	204	840	289	544	536	78	232	97	42	315	129

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE.MON. JAN.14, 1980

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
AL AUDIENCE holds (000) & %					15,640 20.5		14,880 19.5		16,860 22.1				14,650 19.2				
3C TV					LAVERNE & SHIRLEY		ANGIE		STONE (OP)				FAMILY				
AGE AUDIENCE holds (000) & %					13,890 18.2		13,280 17.4		12,360 16.2	15.7*		16.7*	12,360 16.2	16.5*		16.0*	
RE OF AUDIENCE %					27 18.2		25 18.3		24 16.2	23* 15.2		26* 16.7	27 16.3	27* 16.6	16.1	27* 15.9	
AUD. BY 1/4 HR %																	
AL AUDIENCE holds (000) & %					17,930 23.5		15,870 20.8		24,870 32.6		20,220 26.5		17,170 22.5				
3S TV					FIRST KISS CHARLIE BROWN (R)		WKRP IN CINCINNATI (OP)		M*A*S*H		HOUSE CALLS		LOU GRANT				
AGE AUDIENCE holds (000) & %					16,020 21.0		14,570 19.1		22,660 29.7		18,770 24.6		14,650 19.2	19.6*		18.8*	
RE OF AUDIENCE %					31 20.9		28 21.1		43 28.8		38 30.6		32 19.9	32* 19.3	19.0	32* 18.7	
AUD. BY 1/4 HR %																	
AL AUDIENCE holds (000) & %					23,120 30.3				19,530 25.6								
3C TV					LITTLE HOUSE-PAIRIE (OP)				NBC MONDAY NIGHT MOVIES POWER, PART 1								
AGE AUDIENCE holds (000) & %					18,920 24.8	24.0*		25.5*	13,280 17.4	16.6*		17.6*		17.7*		17.8*	
RE OF AUDIENCE %					36 23.5	35* 24.5		37* 25.3	28 17.0	24* 16.3		27* 17.6		29* 17.9	18.1	31* 17.4	
AUD. BY 1/4 HR %																	
AL AUDIENCE holds (000) & %					13,730 18.0		14,120 18.5		16,250 21.3				16,180 21.2				
3C TV					LAVERNE & SHIRLEY		ANGIE		STONE (OP)				FAMILY (SUS)(OP)				
AGE AUDIENCE holds (000) & %					12,060 15.8		12,890 16.9		12,280 16.1	15.3*		16.9*	13,960 18.3	18.1*		18.5*	
RE OF AUDIENCE %					23 15.5		24 16.2		23 15.2	22* 15.3		25* 17.1	29 17.6	28* 18.6	19.0	30* 18.0	
AUD. BY 1/4 HR %																	
AL AUDIENCE holds (000) & %					18,620 24.4		14,570 19.1		23,810 31.2		20,220 26.5		17,700 23.2				
3S TV					WKRP IN CINCINNATI		LAST RESORT (OP)		M*A*S*H		HOUSE CALLS (SUS)(OP)		LOU GRANT				
AGE AUDIENCE holds (000) & %					16,860 22.1		13,810 18.1		21,360 28.0		18,620 24.4		14,730 19.3	19.2*		19.3*	
RE OF AUDIENCE %					31 21.7		26 22.5		40 27.1		36 24.7		31 19.7	30* 18.7	19.4	32* 19.3	
AUD. BY 1/4 HR %																	
AL AUDIENCE holds (000) & %					23,880 31.3				20,370 26.7				19,150 25.1				
3C TV					LITTLE HOUSE-PAIRIE (OP)				HOPE, WOMEN AND SONG				T SNYDERS CELEB SPOTLIGHT				
AGE AUDIENCE holds (000) & %					19,840 26.0	24.1*		27.9*	14,570 19.1	18.9*		19.3*	14,950 19.6	19.9*		19.3*	
RE OF AUDIENCE %					37 23.5	34* 24.8		39* 28.2	28 19.4	27* 18.4		28* 19.5	31 20.3	31* 19.5	19.3	32* 19.3	
AUD. BY 1/4 HR %																	
ALDS USING TV Def. 1)	WK. 1	63.4	65.3	66.1	68.0	68.1	68.4	68.8	69.4	68.6	68.2	65.8	64.9	61.7	60.2	59.4	57.2
	WK. 2	65.0	65.7	66.3	68.1	69.4	71.0	70.5	71.2	70.4	70.7	69.1	67.5	64.9	63.1	61.9	59.9
Households: 76,300,000																	

For explanation of symbols, See page A.

EVE.MON. JAN.21, 1980

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE.TUE. JAN.15, 1980

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45			
AL AUDIENCE						19,530			16,560			25,870			23,270			22,280		
holds (000) & %						25.6			21.7			33.9			30.5			29.2		
BC TV						HAPPY DAYS		ONE IN A MILLION		THREE'S COMPANY		TAXI (OP)		HART TO HART						
RAGE AUDIENCE						16,790			15,490			23,650			21,140			19,380		
holds (000) & %						22.0			20.3			31.0			27.7			25.4		
RE OF AUDIENCE						34			31			47			43			42		
AUD. BY ¼ HR.						20.9	23.0	19.8	20.9	30.2	31.7	27.6	27.8	25.6	25.5	25.8	24.7			
AL AUDIENCE						18,310					14,190					11,450				
holds (000) & %						24.0					18.6					15.0				
BS TV						WHITE SHADOW (OP)				HAWAII FIVE-O				PARIS						
RAGE AUDIENCE						14,040											9,460			
holds (000) & %						18.4	17.2*			19.7*	15.0	14.2*			15.9*	12.4	12.7*	12.0*		
RE OF AUDIENCE						28	26 *			30 *	23	21 *			24 *	21	21 *	20 *		
AUD. BY ¼ HR.						17.0	17.4	19.7	19.6	14.4	14.0	16.0	15.7	12.8	12.7	12.2	11.8			
AL AUDIENCE						17,400					18,460									
holds (000) & %						22.8					24.2									
BC TV						SHERIFF LOBO (OP)				NBC TUE. NIGHT MOVIE POWER, PART 2										
RAGE AUDIENCE						13,890													12,590	
holds (000) & %						18.2	17.4*			19.0*	16.5	15.5*			15.6*			17.2*		
RE OF AUDIENCE						28	27 *			29 *	26	23 *			24 *			28 *		
AL AUDIENCE						19,990	18,160											17,000		
holds (000) & %						26.2	23.8											17.5		
BC TV						(1) (-OP)		GOODTIME GIRLS (8:29-9:00PM)		THREE'S COMPANY		TAXI (OP)		HART TO HART						
RAGE AUDIENCE						18,160	17,630											18,770		
holds (000) & %						23.8	23.1											24.6		
RE OF AUDIENCE						36	34											24.6		
AUD. BY ¼ HR.						22.7	23.0	22.6	23.6	27.2	29.2	25.6	25.3	20.9	20.4*	19.9	19.8	19.7*		
AL AUDIENCE						17,010					23,960									
holds (000) & %						22.3					31.4									
BS TV						WHITE SHADOW (OP)				G.E. THEATRE ONCE UPON A FAMILY (9:00-10:51PM)(SUS)(OP)										
RAGE AUDIENCE						13,120													18,010	
holds (000) & %						17.2	16.0*			18.5*	23.6	21.6*			23.1*			24.9*		
RE OF AUDIENCE						26	24 *			27 *	36	31 *			34 *			39 *		
AUD. BY ¼ HR.						15.8	16.1	18.0	18.9	21.3	21.8	22.7	23.4	24.7	25.1	25.4	25.7			
AL AUDIENCE						16,790					15,720									
holds (000) & %						22.0					20.6									
BC TV						SHERIFF LOBO (OP)				NBC TUE. NIGHT MOVIE NBC THEATRE: DEATH PENALTY										
RAGE AUDIENCE						13,890													10,300	
holds (000) & %						18.2	17.5*			18.9*	13.5	13.4*			13.3*			14.0*		
RE OF AUDIENCE						27	26 *			28 *	21	19 *			20 *			22 *		
AUD. BY ¼ HR.						17.3	17.8	19.0	18.8	14.0	12.7	13.5	13.0	13.9	14.0	13.6	13.3			
HOUSEHOLDS USING TV		WK. 1	62.6	64.0	63.2	64.1	64.8	66.0	65.9	67.0	66.2	66.5	65.1	64.9	62.1	61.2	60.2	57.9		
Def. 1)		WK. 2	62.4	64.7	64.9	65.5	65.4	67.2	67.8	68.9	69.0	69.4	68.3	67.9	65.2	63.8	62.9	58.8		



NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE.WED. JAN.16, 1980

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
ALL AUDIENCE holds (000) & %					20,750 27.2				19,840 26.0				17,090 22.4				
NBC TV					EIGHT IS ENOUGH				CHARLIE'S ANGELS (OP)				VEGAS				
AGE AUDIENCE holds (000) & %					17,550 23.0	22.0*		24.0*	15,570 20.4	19.2*		21.5*	14,420 18.9	19.0*		18.9*	
RE OF AUDIENCE %					35	34 *		36 *	31	29 *		32 *	31	30 *		32 *	
AUD. BY ¼ HR. %					21.2	22.8	24.0	24.1	19.4	19.0	21.1	21.9	19.0	19.0	19.2	18.6	
ALL AUDIENCE holds (000) & %					12,280 16.1				23,040 30.2								
NBS TV					YOUNG MAVERICK (OP)				CBS WEDNESDAY NIGHT MOVIE IF THINGS WERE DIFFERENT								
AGE AUDIENCE holds (000) & %					9,540 12.5	12.5*		12.5*	17,400 22.8	20.5*		22.4*		24.2*		24.2*	
RE OF AUDIENCE %					19	19 *		19 *	36	31 *		34 *		39 *		41 *	
AUD. BY ¼ HR. %					12.6	12.4	12.2	12.9	19.9	21.0	22.1	22.7	23.9	24.5	24.5	23.8	
ALL AUDIENCE holds (000) & %					20,750 27.2				17,010 22.3		13,730 18.0		12,890 16.9				
NBC TV					REAL PEOPLE (OP)				DIFF'RENT STROKES		HELLO, LARRY		BEST-SATURDAY NIGHT LIVE (R)				
AGE AUDIENCE holds (000) & %					17,400 22.8	21.9*		23.6*	15,410 20.2	16.1		9,460 12.4	13.6*			11.3*	
RE OF AUDIENCE %					35	34 *		35 *	30	24		20	22 *			19 *	
AUD. BY ¼ HR. %					20.8	23.0	23.8	23.5	20.2	20.3	16.2	16.1	14.2	13.0	11.7	10.8	
ALL AUDIENCE holds (000) & %					21,440 28.1						22,360 29.3					20,070 26.3	
NBC TV					EIGHT IS ENOUGH (OP)				STATE OF THE UNION-ABC (9:00-9:48PM)(SUS)				CHARLIE'S ANGELS (9:48-10:48PM)(-OP)				
AGE AUDIENCE holds (000) & %					17,470 22.9	22.0*		23.8*			17,090 22.4			22.2*		15,640 20.5	
RE OF AUDIENCE %					34	33 *		34 *			34			34 *		42	
AUD. BY ¼ HR. %					21.2	22.9	23.6	24.0			20.2	21.0	23.4	24.6	19.2		
ALL AUDIENCE holds (000) & %					15,180 19.9						22,360 29.3						
NBS TV					MONTE CARLO CIRCUS FEST. (OP)				STATE OF THE UNION- CBS (9:00-9:40PM)(SUS)(OP)				ENTERTAINER-YEAR AWARDS (9:47-11:17PM)(-OP)				
AGE AUDIENCE holds (000) & %					11,370 14.9	14.7*		15.1*			13,580 17.8			18.1*		17.6*	
RE OF AUDIENCE %					22	22 *		22 *			29			28 *		30 *	
AUD. BY ¼ HR. %					14.8	14.7	14.8	15.4			19.5	18.3	18.0	18.0	17.3		
ALL AUDIENCE holds (000) & %					19,760 25.9						15,340 20.1		15,110 19.8				
NBC TV					REAL PEOPLE (OP)				STATE OF THE UNION- NBC (9:00-9:37PM)(SUS)(OP)				DIFF'RENT STROKES (9:50-10:20PM) (-OP)				
AGE AUDIENCE holds (000) & %					16,250 21.3	20.4*		22.1*			13,580 17.8		9,380 12.3		12.4*		
RE OF AUDIENCE %					31	30 *		32 *			26		22		21 *		
AUD. BY ¼ HR. %					19.8	21.1	21.8	22.4			17.1	18.3	13.3	12.0	12.8		
DS USING TV ref. 1)	WK. 1	61.1	61.7	61.5	62.8	63.8	65.4	66.3	66.9	66.4	66.9	66.2	66.7	63.3	61.7	60.3	57.9
Households: 76,300,000	WK. 2	62.9	64.2	64.3	65.5	67.0	67.8	68.3	69.7	68.6	69.7	70.2	67.8	65.1	63.6	60.2	54.6

For explanation of symbols, See page A

EVE.WED. JAN.23, 1980

EVE.THU. JAN.17, 1980

Households: 76,300,000

For explanation of symbols, See page A.

EVE. THU. JAN. 24, 1980

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE.FRI. JAN.18, 1980

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
AL AUDIENCE holds (000) & %					15,950 20.9				21,820 28.6							
BC TV					B.A.D. CATS (OP)						AMERICAN MUSIC AWARDS (9:00-11:02PM)(-OP)					
AGE AUDIENCE holds (000) & %					12,360 16.2	16.0*		16.4*	13,200 17.3	16.7*		18.4*		17.7*		16.4*
RE OF AUDIENCE %					27	27 *		27 *	28	27 *		29 *		29 *		28 *
AUD. BY ¼ HR. %					16.0	16.1	16.5	16.4	16.4	16.9	18.0	18.8	18.4	17.1	16.1	16.6
AL AUDIENCE holds (000) & %					17,780 23.3				23,810 31.2				23,730 31.1			
IS TV					INCREDIBLE HULK (R)(OP)					DUKES OF HAZZARD			DALLAS			
AGE AUDIENCE holds (000) & %					15,340 20.1	19.7*		20.4*	19,610 25.7	24.9*		26.5*	20,750 27.2	27.0*		27.5*
RE OF AUDIENCE %					34	33 *		34 *	41	40 *		42 *	45	44 *		47 *
AUD. BY ¼ HR. %					19.4	19.9	20.2	20.7	24.6	25.2	25.8	27.1	26.5	27.4	27.9	27.1
AL AUDIENCE holds (000) & %					11,290 14.8				15,180 19.9							
BC TV					SHIRLEY (OP)					NBC FRIDAY NIGHT MOVIE THE LATE SHOW						
AGE AUDIENCE holds (000) & %					9,000 11.8	11.7*		12.0*	8,700 11.4	12.5*		11.9*		10.7*		10.3*
RE OF AUDIENCE %					20	20 *		20 *	19	20 *		19 *		17 *		18 *
AUD. BY ¼ HR. %					11.5	11.9	11.8	12.1	12.6	12.4	12.2	11.7	10.8	10.7	10.3	10.2
AL AUDIENCE holds (000) & %					14,650 19.2				16,100 21.1							
C TV					B.A.D. CATS (OP)					ABC FRIDAY NIGHT MOVIE MOTHER AND DAUGHTER: THE LOVING WAR						
AGE AUDIENCE holds (000) & %					11,220 14.7	14.2*		15.3*	10,830 14.2	14.0*		14.2*		14.3*		14.3*
RE OF AUDIENCE %					24	23 *		25 *	23	22 *		23 *		24 *		25 *
AUD. BY ¼ HR. %					14.2	14.2	14.9	15.6	14.0	13.9	14.4	13.9	14.4	14.2	14.3	14.4
AL AUDIENCE holds (000) & %					20,370 26.7				26,090 34.2				21,670 28.4			
S TV					INCREDIBLE HULK (OP)					DUKES OF HAZZARD			KNOTS LANDING (B)			
AGE AUDIENCE holds (000) & %					17,400 22.8	21.9*		23.6*	22,740 29.8	28.7*		30.8*	18,080 23.7	24.1*		23.2*
RE OF AUDIENCE %					37	36 *		38 *	48	46 *		49 *	40	40 *		40 *
AUD. BY ¼ HR. %					20.8	23.0	23.3	24.0	27.7	29.7	30.6	31.0	24.4	23.8	23.4	23.0
AL AUDIENCE holds (000) & %					12,740 16.7				15,570 20.4							
C TV					SHIRLEY (OP)					NBC FRIDAY NIGHT MOVIE MARRIAGE IS ALIVE AND WELL						
AGE AUDIENCE holds (000) & %					10,150 13.3	13.1*		13.5*	8,620 11.3	11.0*		10.2*		12.0*		11.9*
RE OF AUDIENCE %					22	22 *		22 *	18	18 *		16 *		20 *		20 *
AUD. BY ¼ HR. %					12.7	13.5	13.7	13.3	11.2	10.8	10.1	10.2	11.7	12.2	12.0	11.8
VS USING TV pt. 1)	WK. 1	58.2	59.2	59.0	59.9	60.1	59.8	59.6	60.4	61.1	61.8	62.3	63.0	61.7	61.0	59.2
pt. 2)	WK. 2	58.9	59.7	59.6	60.7	60.3	61.5	61.7	62.5	61.9	62.7	62.8	63.4	61.0	60.4	58.9
ouseholds:		76,300,000														

For explanation of symbols, See page A.

EVE.FRI. JAN.25, 1980



# NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE.SAT. JAN.19, 1980

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
AL AUDIENCE holds (000) & %					27,160 35.6								25,710 33.7			
3C TV					LOVE BOAT (OP)								FANTASY ISLAND			
AGE AUDIENCE holds (000) & %					19,840 26.0	22.6*		25.0*		28.0*		28.5*	20,910 27.4	27.4*		27.3*
RE OF AUDIENCE %					42	37 *		40 *		45 *		45 *	48	47 *		49 *
AUD. BY ¼ HR. %					21.3	23.9	24.7	25.3	27.8	28.3	28.7	28.4	27.2	27.6	27.4	27.2
AL AUDIENCE holds (000) & %					15,260 20.0								10,990 14.4			
3S TV					CHISHOLMS (OP)								BEATRICE ARTHUR SPECIAL			
AGE AUDIENCE holds (000) & %					10,300 13.5	13.0*		13.2*		13.9*		13.9*	8,090 10.6	11.2*		9.9*
RE OF AUDIENCE %					22	21 *		21 *		22 *		22 *	18	19 *		18 *
AUD. BY ¼ HR. %					13.3	12.7	13.1	13.3	13.9	14.0	14.0	13.7	11.6	10.8	10.0	9.8
AL AUDIENCE holds (000) & %					16,940 22.2				12,740 16.7				11,900 15.6			
3C TV					CHIPS (OP)				B.J. AND THE BEAR				PRIME TIME SATURDAY			
AGE AUDIENCE holds (000) & %					13,730 18.0	17.7*		18.3*	10,610 13.9	14.2*		13.7*	8,770 11.5	11.5*		11.5*
RE OF AUDIENCE %					29	29 *		29 *	22	23 *		22 *	20	20 *		20 *
AUD. BY ¼ HR. %					17.5	17.8	18.4	18.2	14.4	14.0	13.8	13.6	11.7	11.4	11.9	11.2
AL AUDIENCE holds (000) & %					13,120 17.2		11,290 14.8		18,850 24.7				22,810 29.9			
3C TV					ONE IN A MILLION				LOVE BOAT (OP)				FANTASY ISLAND			
AGE AUDIENCE holds (000) & %					11,220 14.7		10,530 13.8		16,480 21.6	20.8*		22.4*	18,850 24.7	25.0*		24.4*
RE OF AUDIENCE %					25		23		35	34 *		36 *	43	42 *		43 *
AUD. BY ¼ HR. %					14.5	15.0	13.2	14.5	20.0	21.6	22.1	22.6	24.8	25.3	24.8	24.0
AL AUDIENCE holds (000) & %					14,340 18.8				17,930 23.5							
3S TV					CHISHOLMS (OP)				CBS SATURDAY NIGHT MOVIE THE \$5.20 AN HOUR DREAM							
AGE AUDIENCE holds (000) & %					11,670 15.3	15.0*		15.7*	12,060 15.8	15.1*		15.0*		16.2*		17.1*
RE OF AUDIENCE %					25	25 *		26 *	26	24 *		24 *		27 *		30 *
AUD. BY ¼ HR. %					15.0	14.9	15.5	15.9	15.3	14.8	14.8	15.1	16.2	16.2	16.9	17.2
AL AUDIENCE holds (000) & %					21,670 28.4				15,490 20.3				10,300 13.5			
3C TV					CHIPS (OP)				B.J. AND THE BEAR				PRIME TIME SATURDAY			
AGE AUDIENCE holds (000) & %					17,550 23.0	21.8*		24.2*	13,280 17.4	17.2*		17.6*	7,780 10.2	10.8*		9.5*
RE OF AUDIENCE %					38	37 *		40 *	28	28 *		28 *	18	18 *		17 *
AUD. BY ¼ HR. %					21.0	22.6	24.1	24.2	17.1	17.3	17.8	17.4	11.4	10.3	9.4	9.6
DS USING TV WK. 1	57.7	58.5	58.9	59.9	60.1	61.1	62.1	62.4	62.3	63.1	63.3	62.6	59.6	58.2	57.1	55.1
Def. 1) WK. 2	55.5	56.5	57.3	58.9	59.0	60.2	60.6	61.4	61.7	61.7	61.9	61.9	59.7	58.4	57.2	56.9

Households: 76,300,000

For explanation of symbols, See page A.

EVE.SAT. JAN.26, 1980

# NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE.SUN. JAN.20, 1980

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
L AUDIENCE olds (000) & %																	
	14,800 19.4								23,270 30.5								
C TV																	
ADVTRS.-WILDERNESS FAMILY (R)(OP)																	
ABC SUNDAY NIGHT MOVIE FUN WITH DICK AND JANE (R)																	
AGE AUDIENCE olds (000) & %																	
	9,000 11.8								13,050 17.1								
E OF AUDIENCE %																	
	17	9.1*		10.7*		13.3*		14.1*	27	14.9*		16.9*		18.2*	18.5*		
AUD. BY ¼ HR.																	
	8.6	9.7	10.3	11.0	12.9	13.7	14.1	14.0	12.9	16.8	17.1	16.8	18.2	18.3	18.3	18.7	
L AUDIENCE olds (000) & %																	
									29,530 38.7		32,120 42.1				19,760 25.9		
S TV																	
SUPERBOWL XIV GAME LOS ANGELES VS PITTSBURGH (6:15-9:13PM)(-OP)																	
SUPERBOWL XIV POST (9:13-9:37PM)(-OP)																	
60 MINUTES (9:37-10:37PM)(-OP)																	
TRAPPER JOHN, M.D. (10:37-11:37PM)																	
AGE AUDIENCE olds (000) & %																	
		46.2*		44.0*		46.8*		48.3*	27,240 35.7		25,330 33.2				13,660 17.9		
E OF AUDIENCE %																	
		68*		64*		66*		66*	51		50				53*	33	
AUD. BY ¼ HR.																	
	46.4	45.9	43.3	44.6	46.5	47.1	47.9	48.6	44.2	36.4	30.7	31.5	35.0	34.8	21.4	18.2	
L AUDIENCE olds (000) & %																	
	14,420 18.9				19,230 25.2										14,570 19.1		
BC TV																	
DISNEY'S WONDERFUL WORLD MICKEY'S GREATEST ADVENTURES (R)																	
BIG EVENT THE COURAGE OF KAVIK, THE WOLF DOG (OP)																	
EISCHIED (B)																	
AGE AUDIENCE olds (000) & %																	
	10,380 13.6	12.5*		14.7*	11,450 15.0	12.1*		12.9*		16.0*		19.1*	13.4	12.3*		14.4*	
E OF AUDIENCE %																	
	20	18*		21*	21	17*		18*		23*		28*	22	19*		25*	
AUD. BY ¼ HR.																	
	12.0	13.0	15.0	14.4	11.7	12.6	12.7	13.1	15.1	16.9	19.0	19.3	12.4	12.3	13.6	15.2	
L AUDIENCE olds (000) & %																	
	23,960 31.4				30,140 39.5										22,660 29.7		
BC TV																	
GALACTICA 1980 PT I (OP) (7:10-8:10PM)(-OP)																	
TENSPEED AND BROWN SHOE (8:10-10:10PM)(-OP)																	
DONNA SUMMER SPECIAL (OP) (10:10-11:10PM)																	
AGE AUDIENCE olds (000) & %																	
	16,400 21.5	19.1*		21.3*	19,380 25.4	22.7*		24.8*		25.6*		26.4*	16,560 21.7	23.3*		21.2*	
E OF AUDIENCE %																	
	31	28*		31*	36	32*		35*		36*		38*	37	37*		37*	
AUD. BY ¼ HR.																	
	19.3	19.0	20.5	22.2	22.7	22.7	24.4	25.2	25.5	25.7	26.0	26.8	24.5	22.9	21.3	21.0	
L AUDIENCE olds (000) & %																	
	26,320 34.5				20,520 26.9		18,460 24.2		19,380 25.4		18,010 23.6		24,110 31.6				
BS TV																	
60 MINUTES																	
ARCHIE BUNKER'S PLACE																	
ONE DAY AT A TIME (OP)																	
ALICE																	
JEFFERSONS																	
TRAPPER JOHN, M.D.																	
AGE AUDIENCE olds (000) & %																	
	21,820 28.6	27.6*		29.6*	18,310 24.0		17,400 22.8		17,930 23.5		17,090 22.4		19,990 26.2				
E OF AUDIENCE %																	
	41	41*		42*	34		32		33		32		44	25.3*		27.1*	
AUD. BY ¼ HR.																	
	25.3	29.9	30.4	28.9	23.9	24.1	22.7	22.8	23.2	23.8	22.4	22.5	23.5	27.2	27.6	26.6	
L AUDIENCE olds (000) & %																	
	16,790 22.0				20,680 27.1											4,350 5.7	
BC TV																	
DISNEY'S WONDERFUL WORLD THE COMPUTER WORE TENNIS SHOES, PART 1 (R)																	
BIG EVENT THE MARTIAN CHRONICLES, PART 1																	
ST-UNION: REPUBLICAN VIEW (SUS)																	
LAROCHE POLITICAL																	
AGE AUDIENCE olds (000) & %																	
	12,970 17.0	16.4*		17.6*	14,340 18.8	18.5*		19.2*		18.7*		18.9*				3,740 4.9	
E OF AUDIENCE %																	
	25	24*		25*	27	26*		27*		26*		27*				9	
AUD. BY ¼ HR.																	
	15.3	17.4	17.6	17.5	17.7	19.3	19.2	19.3	18.8	18.5	19.2	18.5				5.0	
OLDS USING TV																	
Def. 1)	WK. 1	68.3	69.2	69.2	70.0	70.6	71.1	71.5	72.3	71.4	69.1	67.8	67.3	64.5	62.3	58.8	54.5
	WK. 2	67.2	69.0	69.9	70.1	70.6	70.6	71.0	71.6	71.1	71.4	70.0	69.4	64.0	61.1	58.5	56.1

V Households: 76,300,000

For explanation of symbols, See page A.

EVE.SUN. JAN.27, 1980

SUN. 11:00 P.M. - 12:45 A.M.

MON.-FRI. 11:30 P.M. - 1:45 A.M.

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30				
TOTAL AUDIENCE Households (000) & %	{ 6,100 9.0																			
ABC TV	ABC WEEKEND REPORT-SUN																			
AVERAGE AUDIENCE Households (000) & %	{ 5,800 7.6																			
SHARE OF AUDIENCE %	16																			
W.G. AUD. BY ¼ HR. %	7.6																			
TOTAL AUDIENCE Households (000) & %	{ 6,180 8.1								{ 8,090 10.6											
ABC TV	TRAPPER JOHN, M.D. (10:37-11:37PM) (-OP)								CBS SUNDAY NEWS-BRADLEY (11:37-11:52PM)				LATE MOVIE I ~(S)(OP)(-OP)				LATE MOVIE II ~(OP)(-OP)			
AVERAGE AUDIENCE Households (000) & %	{ 5,880 17.2* 33 *								{ 5,490 7.2 25 8.3				{ 3,660 4.8 27 5.1							
SHARE OF AUDIENCE %	17.8 16.7 7.8 7.5																			
W.G. AUD. BY ¼ HR. %																				
TOTAL AUDIENCE Households (000) & %	{ 2,900 3.8								{ 9,540 12.5											
ABC TV	NBC LATE NIGHT MOVIE (11:30-12:21AM)								TONIGHT SHOW ~(S)(OP)(-OP)								(OP)			
AVERAGE AUDIENCE Households (000) & %	{ 1,910 2.5 8								{ 5,720 7.5 27 9.9				{ 5.6* 27 *							
SHARE OF AUDIENCE %	2.7 2.6 2.3 2.0								9.6* 26 *				7.8* 28 *							
TOTAL AUDIENCE Households (000) & %	{ 6,790 8.9								{ 5,720 7.5 27 9.9								{ 5.6* 27 *			
ABC TV	ABC WEEKEND REPORT-SUN. (11:10-11:25PM) (OP)																			
AVERAGE AUDIENCE Households (000) & %	{ 6,330 8.3 19								{ 5,720 7.5 27 9.9								{ 5.6* 27 *			
SHARE OF AUDIENCE %	8.2 8.4								8.6 8.2 7.4 6.3 5.4											
W.G. AUD. BY ¼ HR. %																				
TOTAL AUDIENCE Households (000) & %	{ 8,550 11.2								{ 8,550 11.2											
ABC TV	CBS SUNDAY NEWS-BRADLEY								(OP)											
AVERAGE AUDIENCE Households (000) & %	{ 8,320 10.9 22								{ 8,550 11.2								{ 8,550 11.2			
SHARE OF AUDIENCE %	10.9																			
W.G. AUD. BY ¼ HR. %																				
TOTAL AUDIENCE Households (000) & %	{ 2,820 3.7								{ 8,550 11.2											
ABC TV	NBC LATE NIGHT MOVIE (11:30-12:41AM)								TONIGHT SHOW ~(S)(OP)(-OP)								(OP)			
AVERAGE AUDIENCE Households (000) & %	{ 1,750 2.3 8								{ 4,730 6.2 23 8.3				{ 4,730 6.2 23 8.3							
SHARE OF AUDIENCE %	2.1 2.1* 7 *								2.5* 10 *				2.5* 10 *							
W.G. AUD. BY ¼ HR. %	2.1 2.1 2.5 2.5 2.5								2.5 2.5 2.5											
OLDERS USING TV WK. 1	49.0	44.4	35.6	31.2	25.8	22.6	19.2	37.2	33.5	29.2	26.1	23.4	21.0	18.3	16.1	14.4				
Def. 1) WK. 2	49.8	43.1	34.1	30.3	26.7	23.9	20.7	38.6	32.7	28.1	25.0	22.4	20.0	17.5	15.6	13.7				
Households: 76,300,000																				

For explanation of symbols, See page A.

SUN. 11:00 P.M. - 12:45 A.M.

MON.-FRI. 11:30 P.M. - 1:45 A.M.



# NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY MON.-FRI. JAN.14-18, 1980

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
<b>TOTAL AUDIENCE</b> (holds (000) & %)			3,970 5.2				4,880 6.4									
<b>BC TV</b>			GOOD MORNING, AMERICA-730 (CO-OP)				GOOD MORNING, AMERICA-830 (PARTICIPATING)									
<b>ERAGE AUDIENCE</b> (holds (000) & %)			3,050 4.0				4,200 5.5									
<b>ARE OF AUDIENCE</b> %			25				30									
<b>G. AUD. BY ¼ HR.</b> %			4.0	3.9			5.5	5.5								
<b>TOTAL AUDIENCE</b> (holds (000) & %)		3,590 4.7			3,820 5.0								2,670 3.5		2,980 3.9	
<b>BS TV</b>		MORNING MON-FRI (CO-OP)			CAPTAIN KANGAROO								ALL STAR BEAT THE CLOCK		CELEBRITY WHEW (10:30-10:54AM) (OP)	
<b>ERAGE AUDIENCE</b> (holds (000) & %)		2,290 3.0			2,290 3.0								2,210 2.9		2,670 3.5	
<b>ARE OF AUDIENCE</b> %		20			17								15		18	
<b>G. AUD. BY ¼ HR.</b> %		2.9	2.9	3.0	2.6	2.9	3.1	3.2					2.8	3.0	3.3	3.8
<b>TOTAL AUDIENCE</b> (holds (000) & %)			3,590 4.7				5,190 6.8						3,590 4.7		4,040 5.3	
<b>BC TV</b>			TODAY SHOW-7.30AM (CO-OP)				TODAY SHOW-8.30AM (PARTICIPATING)						CARD SHARKS		HOLLYWOOD SQUARES (SUS)(OP)	
<b>ERAGE AUDIENCE</b> (holds (000) & %)			2,750 3.6				4,200 5.5						3,050 4.0		3,510 4.6	
<b>ARE OF AUDIENCE</b> %			23				30						21		23	
<b>G. AUD. BY ¼ HR.</b> %			3.5	3.8			5.6	5.5					3.8	4.2	4.5	4.7
<b>TOTAL AUDIENCE</b> (holds (000) & %)			4,200 5.5				5,720 7.5									
<b>BC TV</b>			GOOD MORNING, AMERICA-730 (CO-OP)				GOOD MORNING, AMERICA-830 (PARTICIPATING)									
<b>ERAGE AUDIENCE</b> (holds (000) & %)			3,280 4.3				4,730 6.2									
<b>ARE OF AUDIENCE</b> %			26				31									
<b>G. AUD. BY ¼ HR.</b> %			4.2	4.4			6.1	6.3								
<b>TOTAL AUDIENCE</b> (holds (000) & %)		3,130 4.1			3,430 4.5								2,980 3.9		3,430 4.5	
<b>BS TV</b>		MORNING MON-FRI (CO-OP)			CAPTAIN KANGAROO								ALL STAR BEAT THE CLOCK		CELEBRITY WHEW (10:30-10:54AM) (OP)	
<b>ERAGE AUDIENCE</b> (holds (000) & %)		2,060 2.7			1,910 2.5								2,440 3.2		2,980 3.9	
<b>ARE OF AUDIENCE</b> %		18			13								16		18	
<b>G. AUD. BY ¼ HR.</b> %		2.5	2.8	2.8*	2.3	2.5	2.7	2.8					3.1	3.3	3.8	4.2
<b>TOTAL AUDIENCE</b> (holds (000) & %)			4,040 5.3				5,490 7.2						3,820 5.0		4,430 5.8	
<b>BC TV</b>			TODAY SHOW-7.30AM (CO-OP)				TODAY SHOW-8.30AM (PARTICIPATING)						CARD SHARKS		HOLLYWOOD SQUARES (SUS)(OP)	
<b>ERAGE AUDIENCE</b> (holds (000) & %)			3,130 4.1				4,580 6.0						3,360 4.4		3,740 4.9	
<b>ARE OF AUDIENCE</b> %			25				30						21		23	
<b>G. AUD. BY ¼ HR.</b> %			3.8	4.3			6.0	6.0					4.3	4.5	4.9	4.9
<b>DLDS USING TV</b> WK. 1	7.9	10.3	12.7	14.3	15.9	17.1	17.4	17.3	17.8	18.3	18.4	18.7	18.3	18.9	19.3	20.4
<b>Def. 1)</b> WK. 2	7.4	10.1	12.9	14.4	16.2	17.7	18.8	19.4	19.4	20.0	20.1	20.5	20.2	20.7	21.3	22.2

/ Households: 76,300,000

For explanation of symbols, See page A.

DAY MON.-FRI. JAN.21-25, 1980

# NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY MON.-FRI. JAN.14-18, 1980

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
<b>TOTAL AUDIENCE</b> (thousands) & %	4,810 6.3		5,720 7.5		4,730 6.2		6,560 8.6		9,380 12.3				9,160 12.0			
<b>BC TV</b>	LAVERNE & SHIRLEY M-F		FAMILY FEUD		\$20,000 PYRAMID		RYAN'S HOPE (SUS)(OP)		ALL MY CHILDREN (OP)				ONE LIFE TO LIVE (SUS)(OP)			
<b>PRIME TIME AUDIENCE</b> (thousands) & %	4,200 5.5		5,040 6.6		3,970 5.2		5,720 7.5		7,250 9.5				7,020 9.2			
<b>PERCENTAGE OF AUDIENCE</b> BY 1/4 HR.	26 5.3	5.7	28 6.3	6.8	20 5.0	5.5	27 7.2	7.6	31 8.8	9.1* 30*		10.0* 32*	31 8.9	8.9* 30*		9.4* 32*
<b>TOTAL AUDIENCE</b> (thousands) & %	4,960 6.5		6,100 8.0				7,250 9.5		8,390 11.0		8,620 11.3				8,240 10.8	
<b>BS TV</b>	PRICE IS RIGHT 1		PRICE IS RIGHT 2				SEARCH FOR TOMORROW		YOUNG AND THE RESTLESS		AS THE WORLD TURNS				GUIDING LIGHT	
<b>PRIME TIME AUDIENCE</b> (thousands) & %	4,270 5.6		5,260 6.9				6,560 8.6		7,400 9.7		6,560 8.6				6,640 8.7	
<b>PERCENTAGE OF AUDIENCE</b> BY 1/4 HR.	27 5.3	5.9	30 6.5	7.3			31 8.6	8.5	35 9.7	9.7	28 8.0	8.1* 26*	28 8.2	9.0* 30*	28 8.7	29* 8.7
<b>TOTAL AUDIENCE</b> (thousands) & %	4,270 5.6		4,500 5.9		2,750 3.6		4,200 5.5		6,490 8.5				5,110 6.7		7,320 9.6	
<b>BC TV</b>	HIGH ROLLERS		WHEEL OF FORTUNE (SUS)(OP)		CHAIN REACTION		PASSWORD PLUS (SUS)(OP)		DAYS OF OUR LIVES				DOCTORS		ANOTHER WORLD	
<b>PRIME TIME AUDIENCE</b> (thousands) & %	3,740 4.9		3,970 5.2		2,290 3.0		3,430 4.5		4,810 6.3				4,650 6.1		5,340 7.0	
<b>PERCENTAGE OF AUDIENCE</b> BY 1/4 HR.	24 5.0	4.8	23 5.2	5.3	11 2.9	3.0	16 4.4	4.7	21 5.9	6.0* 20*		6.6* 21*	20 6.1	6.1	22 6.5	6.6* 22*
<b>TOTAL AUDIENCE</b> (thousands) & %	4,580 6.0		5,880 7.7		4,730 6.2		6,790 8.9		9,690 12.7				9,080 11.9			
<b>BC TV</b>	LAVERNE & SHIRLEY M-F		FAMILY FEUD		\$20,000 PYRAMID		RYAN'S HOPE (SUS)(OP)		ALL MY CHILDREN (OP)				ONE LIFE TO LIVE (SUS)(OP)			
<b>PRIME TIME AUDIENCE</b> (thousands) & %	4,040 5.3		5,040 6.6		4,120 5.4		5,800 7.6		7,480 9.8				7,020 9.2			
<b>PERCENTAGE OF AUDIENCE</b> BY 1/4 HR.	24 5.2	5.3	26 6.1	6.9	19 5.0	5.7	26 7.3	7.8	32 9.1	9.4* 31*		10.2* 33*	30 8.9	8.9* 30*		9.4* 31*
<b>TOTAL AUDIENCE</b> (thousands) & %	5,720 7.5		7,020 9.2				7,480 9.8		8,620 11.3		9,000 11.8				8,320 10.9	
<b>BS TV</b>	PRICE IS RIGHT 1		PRICE IS RIGHT 2				SEARCH FOR TOMORROW		YOUNG AND THE RESTLESS		AS THE WORLD TURNS				GUIDING LIGHT	
<b>PRIME TIME AUDIENCE</b> (thousands) & %	4,960 6.5		5,950 7.8				6,790 8.9		7,780 10.2		6,870 9.0				6,870 9.0	
<b>PERCENTAGE OF AUDIENCE</b> BY 1/4 HR.	29 6.2	6.6	32 7.5	8.2			30 8.9	8.9	36 10.0	8.7* 28*	8.7* 28*		9.3* 31*	9.3	29 8.9	8.9* 29*
<b>TOTAL AUDIENCE</b> (thousands) & %	5,040 6.6		5,340 7.0		3,200 4.2		4,960 6.5		7,100 9.3				5,420 7.1		8,010 10.5	
<b>BC TV</b>	HIGH ROLLERS		WHEEL OF FORTUNE (SUS)(OP)		CHAIN REACTION		PASSWORD PLUS (SUS)(OP)		DAYS OF OUR LIVES (MTWTF)(S)(OP)				DOCTORS		ANOTHER WORLD	
<b>PRIME TIME AUDIENCE</b> (thousands) & %	4,200 5.5		4,650 6.1		2,820 3.7		4,200 5.5		5,260 6.9				4,960 6.5		5,650 7.4	
<b>PERCENTAGE OF AUDIENCE</b> BY 1/4 HR.	25 5.5	5.5	25 6.0	6.2	13 3.6	3.8	19 5.3	5.7	23 6.4	6.5* 22*		7.4* 24*	22 6.5	6.6	23 7.0	7.0* 23*
<b>OLDS USING TV</b> Def. 1)	WK. 1 21.3	22.3	23.4	24.9	27.1	28.4	28.3	29.0	29.4	30.1	30.0	30.7	29.7	29.8	29.3	30.0
<b>Households: 76,300,000</b>	22.8	23.4	24.6	26.1	28.0	29.6	29.6	29.8	29.2	30.3	30.5	30.6	29.8	30.5	30.6	31.6

For explanation of symbols, See page A.

DAY MON.-FRI. JAN.21-25, 1980

# NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY MON.-FRI. JAN.14-18, 1980

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV																
TOTAL AUDIENCE Households (000) & %	10,300 13.5		GENERAL HOSPITAL (SUS)(OP)				4,810 6.3		EDGE OF NIGHT		12,670 16.6 ABC WORLD NEWS TONIGHT					
PERCENTAGE AUDIENCE Households (000) & %	8,010 10.5		10.1*		10.9*		4,200 5.5				11,060 14.5					
PERCENT OF AUDIENCE	33		32 *		34 *		16				25					
G. AUD. BY 1/4 HR.	9.9		10.4		10.9		5.5		5.4		14.2 14.8					
CBS TV																
TOTAL AUDIENCE Households (000) & %			7,320 9.6		3,200 4.2						14,040 18.4 CBS EVENING NEWS- CRONKITE					
PERCENTAGE AUDIENCE Households (000) & %			8.7*		8.2		2,750 3.6				12,590 16.5					
PERCENT OF AUDIENCE			28 *		25		11				28					
G. AUD. BY 1/4 HR.	8.7		8.8		8.0		3.5		3.7		16.3 16.6					
NBC TV																
TOTAL AUDIENCE Households (000) & %			ANOTHER WORLD				(S)(OP)				12,280 16.1 NBC NIGHTLY NEWS					
PERCENTAGE AUDIENCE Households (000) & %			7.1*		7.2*						11,060 14.5					
PERCENT OF AUDIENCE			23 *		22 *						25					
G. AUD. BY 1/4 HR.	7.0		7.2		7.3		7.1				14.3 14.7					
ABC TV																
TOTAL AUDIENCE Households (000) & %	10,070 13.2		GENERAL HOSPITAL (SUS)(OP)				4,960 6.5		EDGE OF NIGHT		(S)(OP)		12,360 16.2 ABC WORLD NEWS TONIGHT			
PERCENTAGE AUDIENCE Households (000) & %	8,090 10.6		10.2*		11.0*		4,270 5.6						10,910 14.3			
PERCENT OF AUDIENCE	32		31 *		32 *		16						24			
G. AUD. BY 1/4 HR.	9.9		10.4		11.0		5.6		5.6				14.0 14.6			
CBS TV																
TOTAL AUDIENCE Households (000) & %			7,630 10.0		3,590 4.7								14,800 19.4 CBS EVENING NEWS- CRONKITE			
PERCENTAGE AUDIENCE Households (000) & %			9.0*		8.4		6,410 8.4		3,050 4.0				13,350 17.5			
PERCENT OF AUDIENCE			28 *		24		11		4.0				29			
G. AUD. BY 1/4 HR.	9.0		9.0		8.0		8.7		4.0		4.1		17.2 17.7			
NBC TV																
TOTAL AUDIENCE Households (000) & %			ANOTHER WORLD										12,440 16.3 NBC NIGHTLY NEWS			
PERCENTAGE AUDIENCE Households (000) & %			7.4*		7.8*								11,140 14.6			
PERCENT OF AUDIENCE			23 *		23 *								24			
G. AUD. BY 1/4 HR.	7.4		7.5		7.7		7.8						14.3 14.9			
HOUSEHOLDS USING TV WK. 1 WK. 2																
(Ref. 1)	31.1	33.0	32.8	33.8	33.9	35.9	37.3	39.7	41.9	44.4	46.8	49.5	53.6	55.9	57.6	59.8
Households: 76,300,000	32.2	33.8	34.0	35.2	35.4	37.5	39.0	41.3	43.2	45.8	48.0	50.8	55.0	57.7	59.1	60.6

For explanation of symbols, See page A.

DAY MON.-FRI. JAN.21-25, 1980



# NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY SAT. JAN.19, 1980

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
<b>ABC TV</b>																
TOTAL AUDIENCE Households (000) & %					3,130 4.1		5,720 7.5		5,720 7.5		5,650 7.4		5,190 6.8		6,410 8.4	
AVERAGE AUDIENCE Households (000) & %					2,590 3.4		4,270 5.6		4,730 6.2		4,580 6.0		4,430 5.8		5,490 7.2	
PERCENT OF AUDIENCE BY 1/4 HR.					31 3.2	3.6	32 5.1	6.2	27 6.1	6.3	24 6.1	6.0	21 6.0	5.6	26 7.0	7.5
<b>BS TV</b>																
TOTAL AUDIENCE Households (000) & %					2,750 3.6		5,650 7.4		7,550 9.9		9,230 12.1		10,380 13.6		8,700 11.4	
AVERAGE AUDIENCE Households (000) & %					2,290 3.0		4,350 5.7		6,410 8.4		7,780 10.2		8,470 11.1		7,250 9.5	
PERCENT OF AUDIENCE BY 1/4 HR.					25 2.7	3.2	30 5.0	6.4	35 7.9	8.8	40 9.6	10.9	40 10.4	11.8	34 10.2	8.8
<b>BC TV</b>																
TOTAL AUDIENCE Households (000) & %					2,290 3.0		3,890 5.1		5,260 6.9		6,180 8.1		6,870 9.0		6,180 8.1	
AVERAGE AUDIENCE Households (000) & %					1,830 2.4		2,900 3.8		4,430 5.8		4,960 6.5		5,490 7.2		4,960 6.5	
PERCENT OF AUDIENCE BY 1/4 HR.					22 2.1	2.6	21 3.2	4.4	25 5.2	6.3	26 6.7	6.3	26 7.5	6.9	23 6.7	6.3
<b>BC TV</b>																
TOTAL AUDIENCE Households (000) & %					4,350 5.7		5,950 7.8		5,800 7.6		5,490 7.2		5,880 7.7		6,710 8.8	
AVERAGE AUDIENCE Households (000) & %					3,430 4.5		4,730 6.2		4,960 6.5		4,880 6.4		5,040 6.6		6,260 8.2	
PERCENT OF AUDIENCE BY 1/4 HR.					36 4.1	4.9	34 5.6	6.8	29 6.7	6.4	25 6.5	6.2	25 6.4	6.7	30 8.1	8.2
<b>S TV</b>																
TOTAL AUDIENCE Households (000) & %					3,430 4.5		4,880 6.4		7,630 10.0		10,070 13.2		9,610 12.6		8,770 11.5	
AVERAGE AUDIENCE Households (000) & %					2,370 3.1		3,970 5.2		6,560 8.6		8,620 11.3		8,700 11.4		7,400 9.7	
PERCENT OF AUDIENCE BY 1/4 HR.					23 2.4	3.7	27 4.8	5.7	37 7.9	9.4	44 10.7	11.9	41 11.3	11.5	34 10.1	9.2
<b>C TV</b>																
TOTAL AUDIENCE Households (000) & %					2,590 3.4		3,970 5.2		4,040 5.3		4,810 6.3		5,800 7.6		4,960 6.5	
AVERAGE AUDIENCE Households (000) & %					1,910 2.5		3,280 4.3		3,510 4.6		3,970 5.2		4,580 6.0		3,820 5.0	
PERCENT OF AUDIENCE BY 1/4 HR.					20 2.2	2.9	24 3.9	4.7	21 4.4	4.8	21 5.1	5.4	22 6.3	5.8	18 4.8	5.2
<b>DS USING TV</b>	WK. 1	4.5	5.3	7.1	9.3	11.1	13.3	17.2	20.7	22.9	24.7	24.9	26.6	27.3	28.3	29.0
(of 1)	WK. 2	4.3	5.2	7.3	9.6	12.4	15.0	18.1	21.1	22.7	23.7	25.1	26.4	27.4	28.2	27.6
Households: 76,300,000																

For explanation of symbols, See page A.

DAY SAT. JAN.26, 1980

NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY SAT. JAN.19, 1980

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
AL AUDIENCE holds (000) & %	{ 7,480 9.8		6,100 8.0		5,260 6.9		6,330 8.3									
BC TV		SCOOPY AND SCRAPPY DOO-2 (OP)	SPIDERWOMAN (OP)		ABC WEEKEND SPECIALS THE CONTEST KID STRIKES AGAIN		← AMERICAN BANDSTAND '80 →									
RAGE AUDIENCE holds (000) & %	{ 6,560 8.6		5,340 7.0		4,120 5.4		3,660 4.8		4.5*		5.1*					
RE OF AUDIENCE %	{ 32		26		21		17		17 *		18 *					
AUD. BY ¼ HR.	{ 8.5	8.7	7.3	6.7	5.3	5.6	4.6	4.3	4.9	5.3						
AL AUDIENCE holds (000) & %	{ 7,480 9.8		7,250 9.5		6,940 9.1		7,020 9.2		7,630 10.0		5,950 7.8					
BS TV		ALL NEW POPEYE HOUR 2 (OP)	NEW FAT ALBERT SHOW (OP)		SHAZAM (OP)		TARZAN AND SUPER SEVEN 1 (OP)		TARZAN AND SUPER SEVEN 2 (OP)		30 MINUTES					
RAGE AUDIENCE holds (000) & %	{ 6,180 8.1		5,950 7.8		5,720 7.5		6,030 7.9		6,330 8.3		4,730 6.2					
RE OF AUDIENCE %	{ 30		30		29		29		28		20					
AUD. BY ¼ HR.	{ 8.3	7.9	7.7	7.9	7.4	7.7	7.7	8.0	8.1	8.5	6.9	5.5				
AL AUDIENCE holds (000) & %	{ 3,820 5.0		4,430 5.8		3,740 4.9		3,360 4.4				9,310 12.2					
BC TV		CASPER AND THE ANGELS (OP)	JETSONS (OP)		HOT HERO SANDWICH PART I		HOT HERO SANDWICH PART II				NCAA BASKETBALL GAME-SAT. VARIOUS TEAMS AND TIMES (1:30-3:45PM)					
RAGE AUDIENCE holds (000) & %	{ 3,360 4.4		3,590 4.7		2,900 3.8		2,820 3.7				4,350 5.7	5.2*		5.9*		5.9*
RE OF AUDIENCE %	{ 16		17		15		14				18	17 *		19 *		19 *
AUD. BY ¼ HR.	{ 4.3	4.5	4.5	4.9	3.8	3.7	3.8	3.6			5.0	5.4	5.9	5.9	6.0	5.7
AL AUDIENCE holds (000) & %	{ 7,710 10.1		5,040 6.6		6,710 8.8		7,400 9.7									
BC TV		SCOOPY AND SCRAPPY DOO-2 (OP)	SPIDERWOMAN (OP)		ABC WEEKEND SPECIALS THE PUPPY'S AMAZING RESCUE		← AMERICAN BANDSTAND '80 →									
RAGE AUDIENCE holds (000) & %	{ 6,490 8.5		4,430 5.8		5,420 7.1		4,580 6.0		6.0*		5.9*					
RE OF AUDIENCE %	{ 31		20		24		20		20 *		19 *					
AUD. BY ¼ HR.	{ 8.5	8.4	5.6	5.9	6.5	7.6	6.3	5.8	5.8	6.0						
AL AUDIENCE holds (000) & %	{ 7,860 10.3		7,100 9.3		5,260 6.9		7,170 9.4		7,780 10.2		5,950 7.8					
BS TV		ALL NEW POPEYE HOUR 2 (OP)	NEW FAT ALBERT SHOW (OP)		SHAZAM (OP)		TARZAN AND SUPER SEVEN 1 (OP)		TARZAN AND SUPER SEVEN 2 (OP)		30 MINUTES					
RAGE AUDIENCE holds (000) & %	{ 6,410 8.4		6,180 8.1		4,580 6.0		6,100 8.0		6,330 8.3		4,580 6.0					
RE OF AUDIENCE %	{ 31		29		21		27		26		19					
AUD. BY ¼ HR.	{ 8.4	8.4	8.1	8.1	5.9	6.0	7.8	8.2	8.4	8.1	6.3	5.6				
AL AUDIENCE holds (000) & %	{ 3,890 5.1		4,120 5.4		3,740 4.9		3,280 4.3				10,450 13.7					
BC TV		CASPER AND THE ANGELS (OP)	JETSONS (OP)		HOT HERO SANDWICH PART I		HOT HERO SANDWICH PART II				NCAA BASKETBALL-NAT'L MARYLAND VS NOTRE DAME					
RAGE AUDIENCE holds (000) & %	{ 3,130 4.1		3,510 4.6		2,900 3.8		2,590 3.4				5,420 7.1	5.7*		6.7*		7.8*
RE OF AUDIENCE %	{ 15		16		13		11				22	19 *		22 *		24 *
AUD. BY ¼ HR.	{ 4.1	4.2	4.4	4.7	4.1	3.5	3.5	3.2			5.4	6.0	6.6	6.9	7.3	8.4
OLDS USING TV Def. 1)	WK. 1 26.7	26.9	26.0	26.2	25.8	26.3	27.5	27.9	28.5	29.9	30.7	30.4	29.5	30.3	30.2	31.6
Def. 1)	WK. 2 27.1	27.7	27.5	28.3	28.5	29.0	29.4	29.6	31.3	32.3	31.0	30.8	30.5	31.2	32.3	34.5
Households: 76,300,000																

For explanation of symbols, See page A

DAY SAT. JAN.26, 1980

# NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY SAT. JAN. 19, 1980

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
TOTAL AUDIENCE Households (000) & %	11,600 15.2				22,660 29.7											
ABC TV	PRO BOWLERS TOUR								ABC WIDE WORLD-SPORTS SAT							
AVERAGE AUDIENCE Households (000) & %	6,260 8.2				11,450 15.0											
SHARE OF AUDIENCE %	23				26 *				34 *				33 *			
G. AUD. BY 1/4 HR.	6.8	6.5	7.9	8.6	9.3	10.1	11.6	13.1	14.4	15.4	15.0	16.1	17.1	17.6		
TOTAL AUDIENCE Households (000) & %					5,260 6.9				10,000 13.1				11,220 14.7			
CBS TV	PHOENIX OPEN GOLF-SAT								CBS SPORTS SPECTACULAR							
AVERAGE AUDIENCE Households (000) & %					2,980 3.9				5,420 7.1				9,610 12.6			
SHARE OF AUDIENCE %					10				16				23			
G. AUD. BY 1/4 HR.					4.2	3.7	3.8	3.9	5.6	5.8	7.9	9.2	12.4	12.7		
TOTAL AUDIENCE Households (000) & %					11,450 15.0								7,940 10.4			
ABC TV	NCAA BASKETBALL GAME-SAT. VARIOUS TEAMS & TIMES (1:30-3:45PM)								NCAA BASKETBALL-NAT'L NOTRE DAME VS UCLA (3:30-5:37PM)							
AVERAGE AUDIENCE Households (000) & %					5,490 7.2								7,100 9.3			
SHARE OF AUDIENCE %					18 *	19	17 *	19 *	19 *	20 *			17			
TOTAL AUDIENCE Households (000) & %	11,750 15.4				20,450 26.8								9,200 12.1			
ABC TV	PRO BOWLERS TOUR								ABC WIDE WORLD-SPORTS SAT							
AVERAGE AUDIENCE Households (000) & %	7,020 9.2				10,070 13.2											
SHARE OF AUDIENCE %	25				28 *				32 *				29 *			
G. AUD. BY 1/4 HR.	7.3	8.0	9.0	9.4	10.5	11.0	11.9	13.3	13.7	13.6	13.2	12.7	13.6	13.4		
TOTAL AUDIENCE Households (000) & %					5,110 6.7				7,400 9.7				10,150 13.3			
CBS TV	ANDY WILLIAMS GOLF-SAT								CBS SPORTS SPECTACULAR							
AVERAGE AUDIENCE Households (000) & %					3,740 4.9				4,580 6.0				8,390 11.0			
SHARE OF AUDIENCE %					13	13 *		13 *	14	13 *		16 *	21			
G. AUD. BY 1/4 HR.					4.5	4.9	5.0	4.9	5.1	5.2	6.7	7.0	10.9	11.1		
TOTAL AUDIENCE Households (000) & %					10,450 13.7								8,160 10.7			
ABC TV	NCAA BASKETBALL-NAT'L MARYLAND VS NOTRE DAME								NCAA BASKETBALL GAME-SAT. VARIOUS TEAMS AND TIMES (3:30-6:03PM)							
AVERAGE AUDIENCE Households (000) & %					5,490 7.2								6,940 9.1			
SHARE OF AUDIENCE %					24 *	19	19 *	20 *	19 *	19 *		17	17			
G. AUD. BY 1/4 HR.	8.4	8.0	6.6	6.7	7.6	7.2	7.3	7.2	7.6	7.3			8.7	9.6		
HOUSEHOLDS USING TV WK. 1	32.2	33.5	34.7	36.3	37.1	38.2	38.9	40.4	43.2	45.0	46.2	48.7	51.9	54.9	55.2	56.2
HOUSEHOLDS USING TV WK. 2	34.9	35.5	35.6	36.9	37.6	39.1	40.1	40.9	42.2	43.5	43.7	45.8	48.2	49.9	52.5	54.1
HOUSEHOLDS: 76,300,000																

Households: 76,300,000

For explanation of symbols, See page A.

DAY SAT. JAN. 26, 1980



DAY SUN. JAN.20, 1980

For explanation of symbols, See page A.

DAY SUN. JAN.27, 1980

# NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY SUN. JAN. 20, 1980

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE		3,590		2,820		4,350						8,620			
Households (000) & %		4.7		3.7		5.7						11.3			
BC TV		KIDS ARE PEOPLE TOO III (OP)		ANIMALS, ANIMALS, ANIMALS (OP)		ISSUES AND ANSWERS		DIRECTIONS (SUS)				SUPERSTARS			
AVERAGE AUDIENCE		2,980		2,440		3,360						4,810			
Households (000) & %		3.9		3.2		4.4						6.3		5.2*	
SHARE OF AUDIENCE		17		11		15						17		14 *	
PERCENTAGE OF AUD. BY 1/4 HR.		3.7		4.1		3.1		3.2		4.6		4.2		7.4*	
												4.9		5.5	
												6.7		8.0	
TOTAL AUDIENCE				3,200		13,280								9,080	
Households (000) & %				4.2		17.4								11.9	
BS TV				FACE THE NATION										(1)	
AVERAGE AUDIENCE				2,590		5,110								4,580	
Households (000) & %				3.4		6.7		3.8*		5.2*		6.0*		8.8*	
SHARE OF AUDIENCE				11		20		14 *		17 *		23 *		24 *	
PERCENTAGE OF AUD. BY 1/4 HR.				3.3		3.5		4.0		4.9		5.7		6.3	
												7.5		8.2	
												8.8		8.8	
												9.3		6.6	
TOTAL AUDIENCE						6,260		7,710				11,750			
Households (000) & %						8.2		10.1				15.4			
BC TV						MEET THE PRESS		SPORTSWORLD				NCAA BASKETBALL-NAT'L 2			
												LSU VS DEPAUL (1:30-3:39PM)			
AVERAGE AUDIENCE						4,810		4,500				4,730			
Households (000) & %						6.3		5.9		5.6*		6.3*		6.2*	
SHARE OF AUDIENCE						23		19		18 *		20 *		17	
PERCENTAGE OF AUD. BY 1/4 HR.						5.5		7.0		5.2		6.4		6.3	
												6.1		6.1	
												5.9		4.9	
												4.7		5.5	
TOTAL AUDIENCE		3,890		2,900		3,660						10,380			
Households (000) & %		5.1		3.8		4.8						13.6			
BC TV		KIDS ARE PEOPLE TOO III (OP)		ANIMALS, ANIMALS, ANIMALS (OP)		ISSUES AND ANSWERS		DIRECTIONS (SUS)				SUPERSTARS			
AVERAGE AUDIENCE		3,050		2,290		3,050						7,250			
Households (000) & %		4.0		3.0		4.0						9.5		8.8*	
SHARE OF AUDIENCE		16		11		14						24		22 *	
PERCENTAGE OF AUD. BY 1/4 HR.		3.8		4.3		4.0		3.9				8.1		9.5	
												10.5		10.2*	
														25 *	
														9.8	
TOTAL AUDIENCE				4,350						9,380					
Households (000) & %				5.7						12.3					
BS TV				FACE THE NATION											
AVERAGE AUDIENCE				3,430						4,200					
Households (000) & %				4.5						5.5		4.6*		5.2*	
SHARE OF AUDIENCE				16						15		15 *		15 *	
PERCENTAGE OF AUD. BY 1/4 HR.				4.4		4.6				4.4		4.9		4.8	
												5.7		5.5	
												5.5		5.8	
												5.5		5.5	
														5.0	
TOTAL AUDIENCE						5,490		11,290							
Households (000) & %						7.2		14.8							
BC TV						MEET THE PRESS						NCAA BASKETBALL-NAT'L 2			
												VIRGINIA VS OHIO STATE (1:00-3:09PM)			
AVERAGE AUDIENCE						4,430		5,490							
Households (000) & %						5.8		7.2		6.7*		7.2*		7.0*	
SHARE OF AUDIENCE						20		21		21 *		21 *		19 *	
PERCENTAGE OF AUD. BY 1/4 HR.						5.9		5.7		6.4		7.1		7.6	
												6.7		7.0	
														7.5	
														7.6	
LDS USING TV WK. 1		22.9	23.4	24.0	25.9	28.3	29.9	31.0	33.0	33.0	33.9	35.8	36.3	38.1	38.5
Def. 1) WK. 2		23.9	26.4	28.4	28.7	28.8	29.4	29.7	31.1	32.0	33.7	34.9	36.3	37.6	39.1
Households: 75,300,000															

DAY SUN. JAN. 20, 1980

For explanation of symbols, See page A.

DAY SUN. JAN.27, 1980



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%		
EVENING MONDAY																	
ABC ABC SPEC. RPT:IOWA CAUCUS(SUS)	2	10.44-10.46PM	10.30														
CBS CBS NEWS SPECIAL REPORT(SUS)	2	9.51- 9.53PM	9.45														
EVENING TUESDAY																	
ABC HAPPY DAYS	2	8.00- 8.29PM	→GRID 8.15								19,990	26.2	18,160	23.8	36	25.0	
CBS PROMO FILL(SUS)	2	10.51-11.00PM	10.45														
EVENING WEDNESDAY																	
ABC CHARLIE'S ANGELS	2	9.48-10.48PM	→GRID 10.45								22,360	29.3	17,090	22.4	34	22.7	
ABC VEGA\$	2	10.48-11.48PM	→GRID 11.00 11.15 11.30 11.45								20,070	26.3	15,640	20.5	42	20.4 21.2 21.6 17.3	
CBS STATE-UNION ANALYSIS-CBS(SUS)	2	9.40- 9.47PM	9.30														
CBS ENTERTAINER-YEAR AWARDS(S)	2	9.47-11.17PM	→GRID 11.00 11.15								22,360	29.3	13,580	17.8	29	16.3 14.1	
NBC STATE-UNION COMMENTARY(SUS)																	
NBC DIFFRENT STROKES	2	9.37- 9.50PM	9.30														
	2	9.50-10.20PM	→GRID 10.15								15,340	20.1	13,580	17.8	26	17.5	
NBC BEST-SATURDAY NIGHT LIVE																	
	2	10.20-11.20PM	→GRID 11.00 11.15								15,110	19.8	9,380	12.3	22	12.0 10.6	
EVENING THURSDAY																	
CBS PEOPLE'S CHOICE AWARDS(S)	2	9.00-11.15PM	→GRID 11.00								30,370	39.8	18,540	24.3	38	24.0	
EVENING FRIDAY																	
ABC AMERICAN MUSIC AWARDS(S)	1	9.00-11.02PM	→GRID 11.00	21,820	28.6	13,200	17.3	28	19.0								
EVENING SATURDAY																	
ABC ABC NEWSBRIEF-SAT.		9.58- 9.59PM	9.45	20,370	26.7	20,370	26.7	43	26.7	16,940	22.2	16,940	22.2	36	22.2		
ABC ABC WEEKEND REPORT-SAT.		11.00-11.15PM	11.00	8,160	10.7	7,940	10.4	21	10.4	7,940	10.4	7,550	9.9	19	9.9		
CBS NEWSBREAK-SAT.	1	8.59- 9.00PM	8.45	9,690	12.7	9,690	12.7	20	12.7								
	2	8.58- 8.59PM	8.45							9,920	13.0	9,920	13.0	21	13.0		
NBC NBC NEWS UPDATE-SAT.		8.58- 8.59PM	8.45	11,600	15.2	11,600	15.2	24	15.2	15,950	20.9	15,950	20.9	34	20.9		
NBC SATURDAY NIGHT	1	11.30-12.49AM	11.30	16,330	21.4	10,990	14.4	39	15.7								
	2	11.30-12.51AM	11.30 11.45 12.00 12.15 12.30							17,090	22.4	11,370	14.9	40	15.9 16.0 15.2 14.6 13.4		
								15.7*	38*					39*			
								14.8*	40*					40*			
CONT'D																	

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %				
EVENING SATURDAY-CONT'D																	
NBC SATURDAY NIGHT-CONT'D			12.45						11.2				13.2*	41*	12.8		
EVENING SUNDAY																	
ABC PRO BOWL FOOTBALL GAME(S)	2	4.00- 7.10PM	~GRID 7.00								29,910	39.2	15,260	20.0	39	23.6	
ABC GALACTICA 1980 PT I(S)	2	7.10- 8.10PM	~GRID 8.00								23,960	31.4	16,400	21.5	31	26.7	
ABC TENSPEED AND BROWN SHOE	2	8.10-10.10PM	~GRID 10.00								30,140	39.5	19,380	25.4	36	29.3	
ABC ABC NEWSBRIEF-SUN.	1	8.57- 8.59PM	8.45	9,610	12.6	9,230	12.1	17	12.1		20,520	26.9	20,070	26.3	40	26.3	
	2	10.07-10.09PM	10.00								22,660	29.7	16,560	21.7	37	20.3	
ABC DONNA SUMMER SPECIAL(S)	2	10.10-11.10PM	~GRID 11.00														
CBS SUPERBOWL XIV GAME(S)	1	6.15- 9.13PM	~GRID 9.00	45,320	59.4	35,330	46.3	67	48.4								
CBS NEWSBREAK-SUN.	2	8.58- 8.59PM	8.45								15,570	20.4	15,570	20.4	28	20.4	
CBS SUPERBOWL XIV POST(S)	1	9.13- 9.37PM	~GRID 9.30	29,530	38.7	27,240	35.7	51	31.9								
CBS 60 MINUTES	1	9.37-10.37PM	~GRID	32,120	42.1	25,330	33.2	50									
CBS TRAPPER JOHN, M.D.	1	10.37-11.37PM	~GRID 11.30	19,760	25.9	13,660	17.9	33	32.5								
NBC NBC NEWS UPDATE-SUN.	1	8.55- 8.56PM	8.45	9,540	12.5	9,540	12.5	17	16.2								
	2	9.08- 9.09PM	9.00						12.5		13,350	17.5	13,350	17.5	25	17.5	
EVENING MONDAY-FRIDAY																	
ABC ABC NEWSBRIEF-M-F		>	8.45 9.45	14,950	19.6	14,950	19.6	30	14.7 20.8	M-F M-TH	14,190	18.6	14,190	18.6	28	17.5 19.4	
ABC '80 VOTE:IOWA CAUCUS(S)	2	11.30-12.43AM	11.30 11.45 12.00 12.15 12.30								9,920	13.0	5,720	7.5 9.3*	27 28*	10.0 8.6 7.8 6.1 4.8	
														7.0*	28*	MON. MON. MON. MON.	
ABC ABC SPEC REPORT:IRAN-FRI(S)	1	11.33-11.49PM	11.30	9,080	11.9	8,320	10.9	27	11.1	FRI.							
	2	11.30-11.50PM	11.30 11.45								8,770	11.5	7,940	10.4	26	10.5 10.1	
ABC ABC SPEC REPORT:IRAN-MON(S)	1	11.30-11.48PM	11.30 11.45	7,710	10.1	7,020	9.2	27	10.4 9.4	FRI. MON.							
ABC ABC SPEC REPORT:IRAN-THU(S)	1	11.30-12.08AM	11.30	8,620	11.3	6,940	9.1	27	8.4	MON.							
	2	11.30-11.50PM	11.30 11.45 12.00						9.8	THU.	8,320	10.9	7,250	9.5	26	9.5 9.7	
ABC ABC SPEC REPORT:IRAN-TUE(S)	1	11.30-11.45PM	11.30	9,840	12.9	9,230	12.1	33	8.9 8.4	THU. THU.							
	2	11.30-11.48PM	11.30 11.45						12.1	TUE.	9,230	12.1	8,770	11.5	33	11.7 10.4	
ABC ABC SPEC REPORT:IRAN-WED(S) CONT'D	1	11.30-11.50PM	11.30	9,460	12.4	8,700	11.4	33	11.7	WED.							
A-39 U.S. TV HOUSEHOLDS: 76,300,000																	
FOR EXPLANATION OF SYMBOLS, SEE PAGE A.																	
*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS)																	

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%			SHARE %	
EVENING MONDAY-FRIDAY-CONT'D																			
ABC ABC SPEC REPORT:IRAN-WED(S)-CONT'D																			
			11.45						10.6	WED.									
ABC BARNEY MILLER-11.30	1	11.48-12.23AM	11.45	5,260	6.9	4,200	5.5	20	5.4	MON.									
			12.00						5.7	MON.									
			12.15					5.5* 22*	5.2	MON.									
ABC CHARLIE'S ANGELS-11.30	1	11.49- 1.00AM	11.45	7,320	9.6	4,960	6.5	20	6.5	FRI.									
	2	11.50-12.59AM	11.45						6.2	FRI.	7,630	10.0	4,960	6.5	22	7.5			
			12.00						6.7	FRI.						6.9			
			12.15					6.7* 20*	6.6	FRI.						6.8			
			12.30					6.4* 23*	6.6	FRI.						6.2			
			12.45					6.3	6.3	FRI.					5.8* 22*	5.4			
ABC LOVE BOAT-11.30	1	11.50-12.58AM	11.45	7,550	9.9	5,570	7.3	30	7.2	WED.									
			12.00						7.6	WED.									
			12.15					7.6* 30*	7.5	WED.									
			12.30					7.0* 33*	7.3	WED.									
			12.45						6.6	WED.									
ABC POLICE WOMAN	2	11.50-12.58AM	11.45								6,030	7.9	4,650	6.1	25	6.4			
			12.00													6.4			
			12.15													6.2			
			12.30													5.9			
			12.45																
ABC TUESDAY MOVIE-WEEK-PART 1																			
	1	11.45-12.36AM	12.45												5.8* 28*	5.7			
	2	11.48-12.59AM	11.45	7,320	9.6	5,190	6.8	24	7.6	TUE.						THU.			
			12.00						6.6	TUE.	6,790	8.9	4,730	6.2	25	6.8			
			12.15					6.5* 24*	6.5	TUE.						6.2			
			12.30					6.6	6.6	TUE.					6.2	TUE.			
			12.45							TUE.					6.3	TUE.			
ABC POLICE WOMAN	1	12.08- 1.17AM	12.00	5,260	6.9	3,820	5.0	23	5.5	THU.					5.8* 29*	5.5			
			12.15					5.3* 20*	5.1	THU.									
			12.30					5.0* 24*	4.9	THU.									
			12.45						5.0	THU.									
			1.00						4.9	THU.									
			1.15						3.7	THU.									
ABC ABC SPEC REPORT:IRAN-WED(S)	2	12.19-12.57AM	12.15																
			12.30								7,170	9.4	6,030	7.9	37	8.7			
			12.45													7.8			
ABC POLICE STORY	1	12.23- 1.04AM	12.15	3,590	4.7	3,050	4.0	20	4.1	MON.					7.6* 37*	7.3			
			12.30						4.1	MON.						7.3			
			12.45					4.1* 20*	4.0	MON.									
			1.00						3.9	MON.									
ABC BARNEY MILLER-11.30	2	12.43- 1.19AM	12.30								4,120	5.4	3,280	4.3	23	4.9			
			12.45													4.7			
			1.00													4.0			
			1.15													3.4			
ABC BARETTA-THU.	2	12.58- 1.51AM	12.45								3,740	4.9	3,130	4.1	27	4.6			
			1.00													4.3			
			1.15													4.1			
CONT'D																			
41 U.S. TV HOUSEHOLDS: 76,300,000																			
FOR EXPLANATION OF SYMBOLS, SEE PAGE A.																			
*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS)																			



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2						
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
EVENING MONDAY-FRIDAY-CONT'D																	
ABC BARETTA-THU.-CONT'D			1.30 1.45													3.9 3.7	THU. THU.
ABC BARETTA-WED.	1	12.58- 1.30AM	12.45 1.00 1.15	3,890	5.1	3,280	4.3	25	4.7 4.4 4.0	WED. WED. WED.						29*	
ABC LOVE BOAT-11.30	2	12.57- 2.05AM	12.45 1.00 1.15 1.30 1.45 2.00								5,040	6.6	3,660	4.8	36	5.6 5.1 4.9 4.8 4.6 3.9	WED. WED. WED. WED. WED. WED.
ABC TUESDAY MOVIE-WEEK-PART 2	2	12.59- 1.19AM	12.45 1.00 1.15								4,200	5.5	4,040	5.3	33	5.6 5.3 5.2	TUE. TUE. TUE.
ABC BARETTA-THU.	1	1.17- 2.04AM	1.15 1.30 1.45 2.00	2,900	3.8	2,210	2.9	24	3.1 3.0 2.7 2.7	THU. THU. THU. THU.							
ABC POLICE STORY	2	1.19- 2.05AM	1.15 1.30								2,750	3.6	2,290	3.0	25	3.3 3.0	MON. MON.
ABC BARETTA-WED.	2	2.05- 2.54AM	1.45 2.00 2.15 2.30 2.45								2,670	3.5	2,210	2.9 3.0*	25* 40 37*	2.9 2.6 3.2 2.8 2.8 2.7	MON. MON. WED. WED. WED. WED.
CBS NEWSBREAK-M-F		8.58- 8.59PM	8.45	12,820	16.8	12,820	16.8	25	16.8	M-F	13,510	17.7	13,510	17.7	26	17.7	M-F
CBS CAMPAIGN '80 IOWA CAUCUS(S)	2	11.32-12.08AM	11.30 11.45 12.00								8,700	11.4	6,410	8.4 8.5*	27 26*	9.4 7.8 7.8	MON. MON. MON.
CBS CBS NEWS SPECIAL RPT-MON(S)	1	11.30-12.08AM	11.30 11.45 12.00	10,220	13.4	7,940	10.4	33	11.0 10.3 9.7	MON. MON. MON.							
CBS LATE MOVIE I	1 2	> >	-GRID 11.30 11.45 12.00 12.15 12.30 12.45 1.00 1.15	8,090	10.6	5,490	7.2	25		M-F	7,250	9.5	4,960	6.5 8.0*	25 22*	8.4 7.9 7.4 6.5 6.0 5.2 4.5 3.6	M-F TUTHF M-F M-F M-F M-F M & W M & W
CBS YOUR TURN:LTRS-CBS NEWS(S)	2	11.47-12.17AM	11.45 12.00 12.15								5,570	7.3	4,350	5.7	19	6.1 5.4 4.2	WED. WED. WED.
CBS LATE MOVIE II		>	-GRID	4,430	5.8	3,660	4.8	27		M-F	3,590	4.7	2,750	3.6	23	5.0 4.5	MTUWF TU & F
CONT'D			12.45						5.1	TU-F							

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1					WEEK 2										
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%			SHARE %	
EVENTING MONDAY-FRIDAY-CONT'D																			
CBS LATE MOVIE II-CONT'D				1.00					5.0	M-F						4.2	MTUWF		
				1.15					4.5	M-F					4.1*	22*	3.7	MTUWF	
				1.30					3.9	MON.							3.1	M & W	
				1.45					4.1	MON.					2.9*	26*	2.7	M & W	
				2.00					4.1	MON.							2.6	M & W	
NBC NBC NEWS UPDATE-M-F		8.58- 8.59PM	8.45	13,430	17.6	13,430	17.6	26	17.6	M-F	12,890	16.9	12,890	16.9	25	16.9	M-F		
NBC DECISION '80:IOWA CAUCUS(S)	2	11.30-12.00MD	11.30								8,390	11.0	6,260	8.2	25	9.1	MON.		
			11.45													7.3	MON.		
NBC NBC NEWS SPEC. REPORT(SUS)	1	11.30-11.53PM	11.30							MON.									
NBC NBC NEWS SPECIAL REPORT(S)	1	11.30-11.54PM	11.30	8,090	10.6	7,320	9.6	28	9.7	WED.									
			11.45						9.4	WED.									
NBC TONIGHT SHOW		>	-GRID	9,540	12.5	5,720	7.5	27		M-F	8,550	11.2	4,730	6.2	23		M-F		
			11.45												7.8*	22*	7.1	TU-F	
			12.00														6.4	M-F	
			12.15														6.2*	23*	
			12.30														6.0	M-F	
			12.45														5.5	M-F	
			1.00						4.6	M & W					5.1*	26*	4.7	M-F	
			1.15														4.5	M & W	
NBC MIDNIGHT SPECIAL		1.00- 2.30AM	1.00	6,330	8.3	3,130	4.1	23	6.0	FRI.	5,570	7.3	2,900	3.8	24	4.7	M & W		
															4.9	FRI.	4.9	FRI.	
				1.15					5.6*	26*	5.3	FRI.				4.9*	24*	4.9	FRI.
				1.30					4.0	FRI.						4.0	FRI.	4.0	FRI.
				1.45					3.8*	22*	3.5	FRI.				3.6*	23*	3.2	FRI.
				2.00					3.3	FRI.						3.0	FRI.	3.0	FRI.
				2.15					2.6	FRI.						2.7	FRI.	2.7	FRI.
NBC TOMORROW SHOW		>	1.00	2,670	3.5	1,830	2.4	18	3.3	M-TH	2,520	3.3	1,830	2.4	18	3.1	M-TH	3.1	M-TH
			1.15						2.8	M-TH						2.4	TU-TH	2.4	TU-TH
			1.30						2.9*	18*						2.7*	17*	2.7	M-TH
			1.45						2.3	M-TH								2.2	M-TH
			2.00						2.1	M-TH						2.3*	21*	2.1	M-TH
			2.15						2.0	M & W								1.9	M & W
DAY MONDAY-FRIDAY																		2.1	M & W
ABC FYI-12.58-MON-FRI(SUS)		12.58-12.59PM	12.45																
ABC ABC DAYTIME NEWSBRIEF-M-F		1.57- 1.59PM	1.45	7,250	9.5	6,940	9.1	29	9.1	M-F	7,400	9.7	7,170	9.4	31	9.4	M-F		M-F
ABC FYI-2.58-MON-FRI(SUS)		2.58- 2.59PM	2.45																M-F
ABC FYI-3.58-MON-FRI(SUS)		3.58- 3.59PM	3.45																M-F
ABC ABC AFTERSCHOOL SPECIAL(S)	2	4.30- 5.30PM	4.30																M-F
			4.45								10,380	13.6	7,170	9.4	22	8.6	WED.		M-F
			5.00												8.9*	23*	9.2	WED.	
			5.15													9.9	WED.		
CBS BEST OF SUNRISE SEMT.(SUS)	1	6.30- 7.00AM	6.30												9.9*	22*	10.0	WED.	
CBS BEST OF SUNRISE SEMT.-MWF(SUS)		6.30- 7.00AM	6.30							M-F									M-F
CBS BEST OF SUNRISE SEMT.(SUS)	2	6.30- 7.00AM	6.30							M-F									M-F
CBS CBS LATE MORNING NEWS		10.54-11.00AM	10.45	3,200	4.2	2,820	3.7	18	3.7	M-F	3,510	4.6	2,900	3.8	17	3.8	M-F		M-F
NBC NBC NEWS UPDATE-10.58AM(SUS)		10.58-10.59AM	10.45							M-F									M-F

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U.S. TV HOUSEHOLDS: 76,300,000

FOR EXPLANATION OF SYMBOLS, SEE PAGE 1

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY ¼ HR %	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				
DAY MONDAY-FRIDAY-CONT'D																			
NBC NBC NEWS UPDATE-11.58AM(SUS)		11.58-11.59AM	11.45															M-F	
NBC NBC NEWS UPDATE-12.58PM(SUS)		12.58-12.59PM	12.45															M-F	
NBC WOMEN LIKE US(S)	2	1.00- 2.00PM	1.00 1.15 1.30 1.45																
NBC BOB HOPE GOLF-MON.(S)	1	4.30- 5.30PM	4.30 4.45 5.00 5.15	4,810	6.3	2,670	3.5 3.2* 3.8 3.8*	9 8* 9*	3.4 3.0 3.8 3.7	MON. MON. MON. MON.									
DAY SATURDAY																			
ABC SCHOOLHOUSE ROCK-8.56AM		8.56- 8.59AM	8.45	4,580	6.0	4,270	5.6	29	5.6		5,800	7.6	5,260	6.9	35	6.9			
ABC SCHOOLHOUSE ROCK-10.26AM		10.26-10.29AM	10.15	4,650	6.1	4,200	5.5	20	5.5		5,190	6.8	4,960	6.5	24	6.5			
ABC SCHOOLHOUSE ROCK-11.26AM		11.26-11.29AM	11.15	6,710	8.8	6,260	8.2	30	8.2		5,650	7.4	5,340	7.0	25	7.0			
ABC DEAR ALEX & ANNIE-11.56AM		11.56-11.59AM	11.45	4,880	6.4	4,650	6.1	23	6.1		4,730	6.2	4,200	5.5	19	5.5			
CBS BEST OF SUNRISE SEMT.-SAT(SUS)		6.30- 7.00AM	6.30																
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	2,670	3.5	2,520	3.3	25	3.3		3,050	4.0	2,980	3.9	26	3.9			
CBS IN THE NEWS- 8.56AM		8.56- 8.59AM	8.45	5,190	6.8	4,730	6.2	30	6.2		4,960	6.5	4,650	6.1	29	6.1			
CBS IN THE NEWS- 9.26AM		9.26- 9.29AM	9.15	6,940	9.1	6,790	8.9	36	8.9		7,550	9.9	7,320	9.6	41	9.6			
CBS IN THE NEWS- 9.59AM		9.59-10.02AM	9.45 10.00	9,080	11.9	8,550	11.2	41	11.2 11.1		9,690	12.7	9,380	12.3	45	12.4 12.2			
CBS IN THE NEWS-10.56AM		10.56-10.59AM	10.45	6,560	8.6	6,260	8.2	30	8.2		6,490	8.5	6,330	8.3	29	8.3			
CBS IN THE NEWS-11.26AM		11.26-11.29AM	11.15	6,560	8.6	6,030	7.9	29	7.9		6,940	9.1	6,490	8.5	31	8.5			
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	6,640	8.7	6,180	8.1	31	8.1		6,030	7.9	5,720	7.5	27	7.5			
CBS IN THE NEWS-12.26PM		12.26-12.29PM	12.15	5,950	7.8	5,650	7.4	28	7.4		4,650	6.1	4,270	5.6	19	5.6			
CBS IN THE NEWS-12.56PM		12.56-12.59PM	12.45	6,100	8.0	5,950	7.8	28	7.8		6,490	8.5	6,410	8.4	28	8.4			
CBS IN THE NEWS- 1.26PM		1.26- 1.29PM	1.15	6,560	8.6	6,260	8.2	27	8.2		5,950	7.8	5,490	7.2	22	7.2			
NBC ASK NBC NEWS-8:58AM		8.58- 9.00AM	8.45	3,660	4.8	3,430	4.5	23	4.5		3,430	4.5	3,280	4.3	22	4.3			
NBC TIME OUT-9:45AM		9.45- 9.47AM	9.45	4,730	6.2	4,650	6.1	23	6.1		4,120	5.4	3,970	5.2	20	5.2			
NBC ASK NBC NEWS-10:28AM		10.28-10.30AM	10.15	4,430	5.8	4,120	5.4	19	5.4		3,820	5.0	3,660	4.8	18	4.8			
NBC TIME OUT-10:58AM		10.58-11.00AM	10.45	4,120	5.4	4,040	5.3	19	5.3		3,890	5.1	3,820	5.0	18	5.0			
NBC ASK NBC NEWS-11:28AM		11.28-11.30AM	11.15	3,660	4.8	3,510	4.6	17	4.6		3,360	4.4	3,280	4.3	15	4.3			
NBC TIME OUT-11:58AM		11.58-12.00NN	11.45	3,740	4.9	3,510	4.6	17	4.6		3,820	5.0	3,660	4.8	17	4.8			
DAY SUNDAY																			
ABC DEAR ALEX & ANNIE-11.26AM		11.26-11.29AM	11.15	3,510	4.6	3,280	4.3	18	4.3		3,360	4.4	3,280	4.3	16	4.3			
ABC SCHOOLHOUSE ROCK-11.55AM		11.55-11.59AM	11.45	2,750	3.6	2,520	3.3	11	3.3		2,140	2.8	1,910	2.5	9	2.5			
CBS IN THE NEWS- 8.26AM-SUN.		8.26- 8.29AM	8.15	1,070	1.4	990	1.3	14	1.3		530	.7	530	.7	7	.7			
CBS IN THE NEWS- 8.56AM-SUN.		8.56- 8.59AM	8.45	840	1.1	840	1.1	8	1.1		610	.8	530	.7	5	.7			
CBS CBS NEWS SPECIAL RPT(SUS)	1	12.14-12.15PM	12.00																
CBS NBA BASKETBALL GAME CONT'D	1	12.00- 2.57PM	-GRID	13,280	17.4	5,110	6.7	20											



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%		
DAY SUNDAY-CONT'D																	
CBS NBA BASKETBALL GAME-CONT'D			2.45					8.9*	24*	8.4							
CBS CBS NEWS SPECIAL RPT-2.51(SUS)	1	2.51- 2.54PM	2.45														
CBS SUPER BOWL XIV PRE(S)	1	4.30- 5.55PM	-GRID 5.45	26,780	35.1	16,790	22.0	46	30.9								
								29.1*	54*	29.9							
CBS NEWSBREAK-SUN.	1	5.52- 5.53PM	5.45	22,810	29.9	22,810	29.9	53	29.9								
NBC NCAA BASKETBALL-NAT'L 2	2	1.00- 3.09PM	-GRID														
	1	1.30- 3.39PM	-GRID 3.00 3.30	11,750	15.4	4,730	6.2	17			11,290	14.8	5,490	7.2	21		
									7.7							7.8	